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## **Broadcastr, New Social Media Startup for Storytelling and Location-Based Audio, Launches Public Beta**

*Broadcastr, a platform for location-based storytelling, allows users to easily create and share audio on an interactive map. Anyone can now upload stories and hear content from thousands of users and featured partners, including the 9/11 Memorial, Audible.com, The USC Shoah Foundation Institute, Fodor's Travel Guides, and comedian Michael Showalter.*

*Since the private beta began in January of 2011, Broadcastr has gathered over 10,000 email addresses from users waiting to access the site.*

**New York, NY** – Today social-media startup Broadcastr opened its beta site to the public, launching the first location-based audio platform and making available a growing archive of audio stories on seven continents.

A free application for Web, iPhone and Android, Broadcastr lets users easily create and share stories on an interactive map. On the mobile app, users can stream content into their headphones automatically, based on their physical location.

"The human voice is how people communicate most of the time. It's intimate and expressive. Yet up until now it's been missing from social media. Broadcastr brings our voices into the digital space," says co-founder Scott Lindenbaum.

Broadcastr's mission is to build a layer of narrative and memory in the real world. "In a time when so much of social media is disposable, we're creating something different: A platform that provides an up-to-the-minute stream of information, which will also grow into an invaluable and easily-accessible archive of history and story," says co-founder Andy Hunter.

To populate the map with precedent-setting content, Broadcastr has formed partnerships with over 100 cultural and historical organizations, including:

**The 9/11 Memorial**, which has uploaded oral histories from first responders, rescue workers, volunteers and lower Manhattan residents. Visitors to the World Trade Center site can hear these stories streaming automatically through the Geoplay (GPS-based) feature of the mobile apps. Visitors can also use the app to

easily record their own memories and tributes.

**Fodor's Travel Guides**, the renowned guidebook publisher, is Broadcastr's exclusive travel guide content provider, and will set the precedent for offering audio travel tips on a location-based mobile app. Visitors to New York City and San Francisco can hear the backstory on popular attractions and discover hidden gems. Fodor's will add content from London, Paris, Chicago and the Caribbean in the coming months.

**Michael Showalter**, comedian and author, who uploaded short excerpts from his book, *MR. FUNNY PANTS*, tagged to locations all over the world. While promoting the book, Michael is keeping a Broadcastr tour diary, updating cities he visits with stories from the road.

Other organizations and individuals are already using Broadcastr to spread their voices organically to a mobile generation: **88Nine RadioMilwaukee**, a public radio station, is posting produced stories from its Neighborhood Project and Make Milwaukee campaign to the Broadcastr map; human rights advocacy organization **Human Rights Watch** has uploaded reports from the ground in Egypt; and individuals all over the world have used the site to amplify their voices and engage with their communities.

Each story on Broadcastr is pinned to a GPS location, including restaurant reviews, citizen journalism, personal messages, funny anecdotes, and more. On Broadcastr mobile, users can take a walk while stories about their physical surroundings stream automatically into their headphones, like a museum tour of the whole world.

Stories on Broadcastr can be searched by metatag, category, creator, rating, date, or keyword; users can follow their friends and share their stories on Facebook, Twitter, and other networks.

The Broadcastr mobile app, available for free on iPhone and Android, will be released later this month.

### **About Broadcastr**

Broadcastr is a new social-media platform for location-based audio. Our free app — available on Web, iPhone and Android — lets people easily create and share recordings on an interactive map; mobile users can stream geolocated audio about their surroundings automatically. We're building a digital layer of history, memory and voice in the world around us.

On Twitter: @broadcastr

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