

KIDS TALK RADIO NEWS RELIES ON SONY PCM-D1 RECORDER TO GET THE WORD OUT FROM ANTARCTICA

Live Feed Record Provides Flawless On-Air Reports

SAN DIEGO, Dec. 17, 2009: A stalwart pre-teen “Backpack Journalist” and his teacher/advisor (and mom) trekked through the Antarctica tundra last month on a newsgathering journey for Kids Talk Radio (KTR). Seeking first-hand information about global warming and climate change, 12-year-old fledgling reporter Cronin Wilkes filed a series of Skype reports set to be broadcast to the Kids Talk Radio site beginning in December.

Kids Talk Radio founder Bob Barboza used his Sony PCM-D1 digital field recorder to capture Cronin’s live reports from the Antarctica Peninsula. Linking the recorder to his smart phone via the recorder’s built-in USB port, Barboza recorded flawless audio for online Podcast rebroadcast to schools nationwide.

“We were extremely pleased with the quality of the audio the PCM-D1 captured from Cronin’s live Skype transmissions,” Barboza said. “Our previous experience with the unit in the field assured us that we would produce high-quality audio in this manner. We were delighted with its ability to take a comparatively weak signal and turn it into gold.”

An early adopter of the PCM-D1, Barboza acquired his initial unit soon after it was introduced in 2006. “The look and feel of its pressed titanium case and protective stainless steel mic frame convinced me this recorder is rugged enough to survive the most demanding physical conditions,” he said. “Equally important, its operation is straightforward enough for even young students to master. The matched pair of highly sensitive, built-in condenser mics and its high-performance mic preamp makes it ideally suited for interviews and news gathering.”

Barboza has used his PCM-D1 on a number of missions including trips to the Grand Canyon and Catalina Island. He regularly uses the unit to record live internet audio reports

filed by KTR journalists on tour with world-class explorer Doug Stoup at exotic locations ranging from the North and South Poles to England and the recent Summer Games in Beijing, China.

Stoup has guided previous groups of researchers, explorers, teachers and students to Antarctica and has coordinated the exchange of scientific information with students and teachers around the world via Kids Talk Radio Podcasts. The expanded program will incorporate the use of an innovative 'Journalist In A Box' kit outfitted with a range of gear, including: A Sony VAIO P Series Lifestyle PC; Sony Stereo Bluetooth Headset; Sony X Series Walkman; the PCM-D1; Sony 380L Camera and HD HDR-XR200V Digital camera.

KTR kids are equipped to record and shoot interviews, capture still photos and file reports from virtually anywhere in the world. Cronin Wilkes' carefully orchestrated two-week journey began in Ushuala, Argentina where he boarded the Clipper Adventurer and sailed down the Beagle Channel. Other ports of call on the trip included the Deception Islands, Paradise Bay and Cape Horn.

"This initial news finding (and reporting) tour was an exercise in highly detailed pre-planning," Barboza said. "We arranged for Cronin to meet with several Marine biologists including Allen Marshall, head curator for the Tampa Aquarium. And we saw his reporting and observational skills evolve during the trip. His initial reports were rather sketchy, but with guidance from the professionals he was meeting he began to exhibit a genuine feel for the work. The success of our Antarctica junket has been invaluable in providing the KTR group with a real-world prototype for how this program will function when we roll the series out in 2010. We're already planning a second Antarctica trip with a team of three students led by a teacher/advisor."

An educator for more than 30 years, Bob Barboza formed Kids Talk Radio and [Super School University](#) in 2004 with the mandate of motivating and training a new generation of high-tech-savvy journalists. The organization develops an on-going series of educational programs designed to provide students with real-world experience in gathering and

reporting news in locations around the world, from the Cabo Verde Islands to the Amazon Jungle.

“Sony’s introduction of the PCM-D1 digital field recorder represented an entirely new concept in high-quality, hand-held audio gathering,” says Karl Kussmaul, senior product manager for Sony’s professional audio group. “Our expectations for the unit were confirmed by a series of exemplary reviews, and the D1 has continued to enjoy significant sales and remain the acknowledged field leader in the face of numerous competitive product introductions including Sony’s mid-range PCM-D50 and more recent palm-size PCM-M10. We are delighted to learn of Kids Talk Radio’s success with this recorder and we look forward to more exciting student reports from the field.”

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Super School University was founded by Bob Barboza to provide opportunities for K-12 teachers to collaborate on high motivational educational projects and to conduct educational action research. This virtual university reaches out to K-12 teachers, retired teachers and other professional and provides an exciting forum for new ideas using Web 2.0 tools, project based learning, distance learning, and ePortfolios. Through the years Barboza designed Kids Talk Radio, Super School Teen TV, Super School Press, Jr. Medical School, Jr. Law School and Jr. Business School at Super School University.

Kids Talk Radio was created by Bob Barboza to help students in grades 6 through 12 to become student backpack journalist. These students can do it all. Student backpack journalists can research a story, write their own copy for radio, TV, and print, take photos, shoot video, edit and publish their audio and video podcasts to the Internet. Kids Talk Radio backpack journalist learn to do a better job at listening, speaking, reading, writing, and working with the latest computer technology.