



Aspen Public Radio
Sonic ID Community Recording Instructions
May 2024

Thanks for your interest in recording a Sonic ID! Aspen Public Radio formally launched the Sonic ID initiative in 2022 in an effort to build, catalog, and archive an original “Sonic ID” audio library to preserve the diverse sound heritage of our mountain communities—and advance the station’s reputation as a community connector and innovator.

Sonic IDs are short audio vignettes, which function as :30- to :60-second-long sound portraits woven throughout the station’s daily broadcasts. First pioneered by Jay Allison in Martha’s Vineyard, Mass., Sonic IDs take advantage of preexisting interstitial station ID breaks to replace traditional promotional messaging with the unmistakable voices of people, natural sounds, historic moments, iconic events, and more.

Anyone can record a Sonic ID; all you need is a phone or a recording device. Start by brainstorming an idea for your recording—a unique sound or a captivating story. It could be the gentle patter of raindrops outside your window or a cherished story from your grandparents.

Once you have your idea, it's time to capture it. If you're using an iPhone, ensure you have Voice Memos installed. Set the audio quality to Lossless in Settings -> Voice Memos -> Audio Quality for the best results. Record your audio using Voice Memos, noting the specific location, date, time, and a brief description. There is a 5 minute limit for audio submissions.

When you're satisfied with your recording, it's time to submit. Email your audio to sonics@aspenpublicradio.org with the subject line “Sonic ID Submission,” and include all the necessary information about what you’ve captured: Location, Date, Time, Description, and your Name for proper credit. Alternatively, you can use our online submission form [here](#).

If you encounter any technical difficulties or have any questions, please don't hesitate to reach out at sonics@aspenpublicradio.org. Thanks for your time and interest in the Sonic ID Project. We look forward to hearing your recordings.

James Barrs
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