

Maximising Your Digital Reach

Quick and Efficient AI Tools for Audio
Content Creation and Distribution

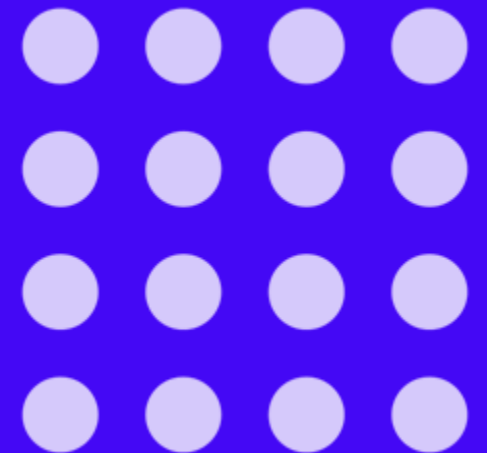


COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA



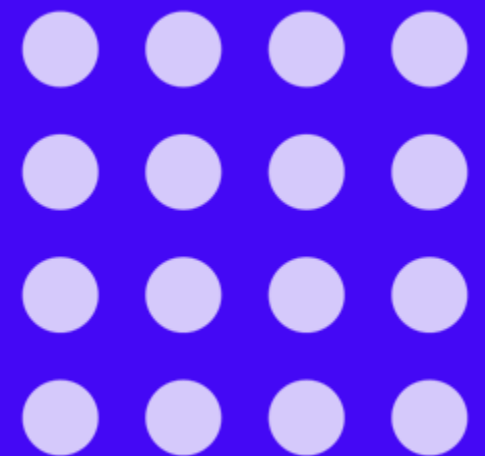
What we'll learn.

Learn how to repurpose your written articles into audio using AI, allowing faster creation and sharing across platforms to reach and engage more people.



News and audio consumption is changing

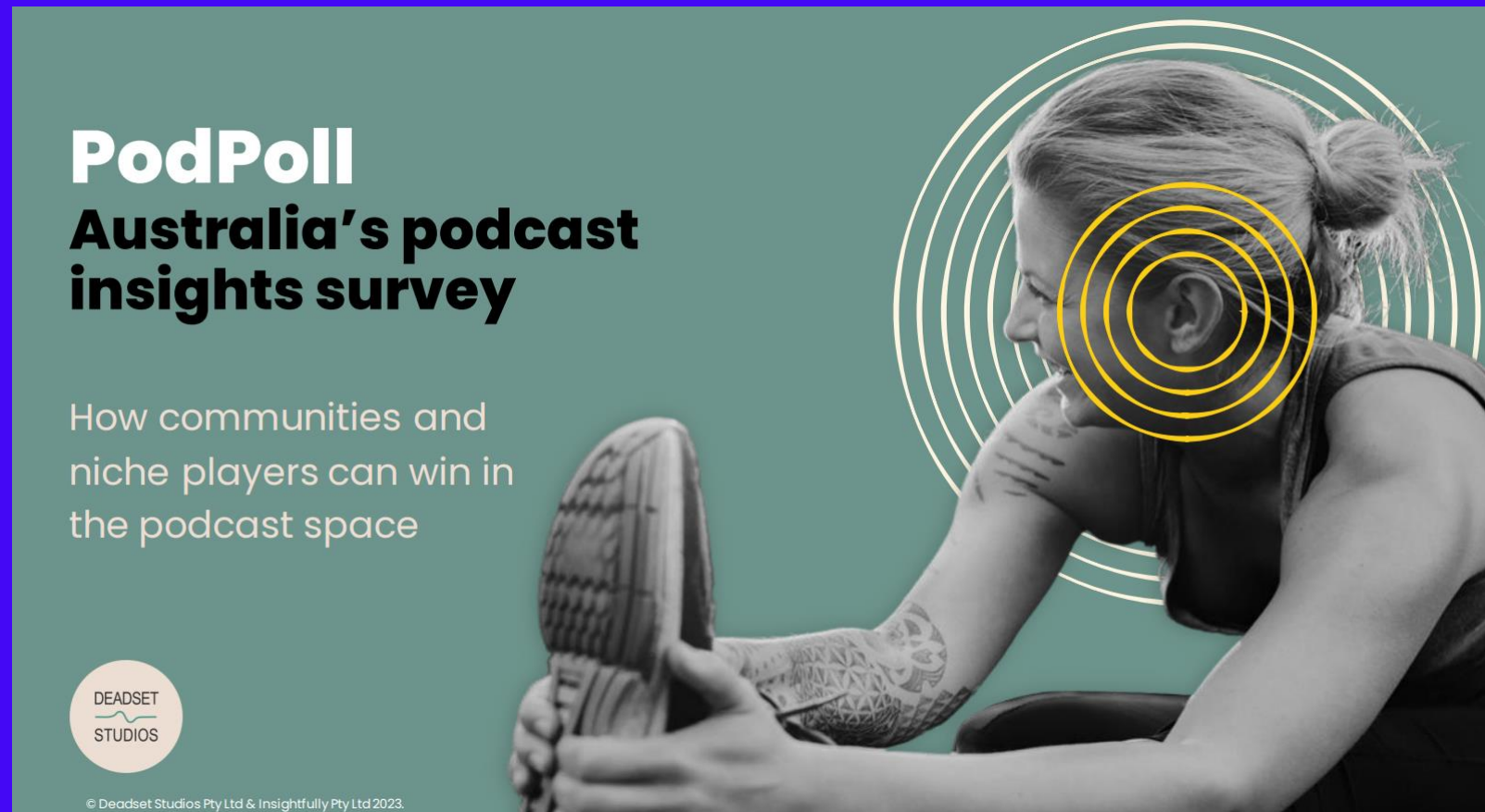
- Super serve your audiences by repackaging your written content
- Time pressures and the wide variety of entertainment choices available to your listeners make super-serving your audience important
- Video and audio streaming services, gaming, podcasts and social media are all taking away from the time spent reading print publications, linear TV and radio!



News and audio consumption is changing

Highlights

- podcasts more popular in terms of monthly consumption than printed newspapers, magazines, and audiobooks.
- And 39 per cent of regular podcast listeners have now made it a daily listening habit.
- [Watch the PodPoll webinar and download research](#)

A promotional graphic for the PodPoll survey. It features a woman in profile, looking down at a shoe she is holding. Her ear is highlighted with concentric yellow circles, suggesting audio or podcast listening. The background is a solid teal color.

PodPoll

Australia's podcast insights survey

How communities and niche players can win in the podcast space

DEADSET STUDIOS

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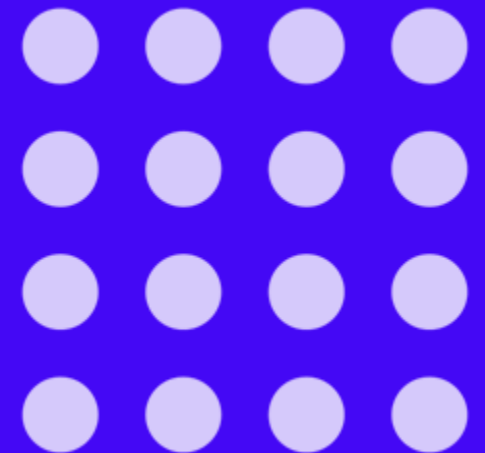
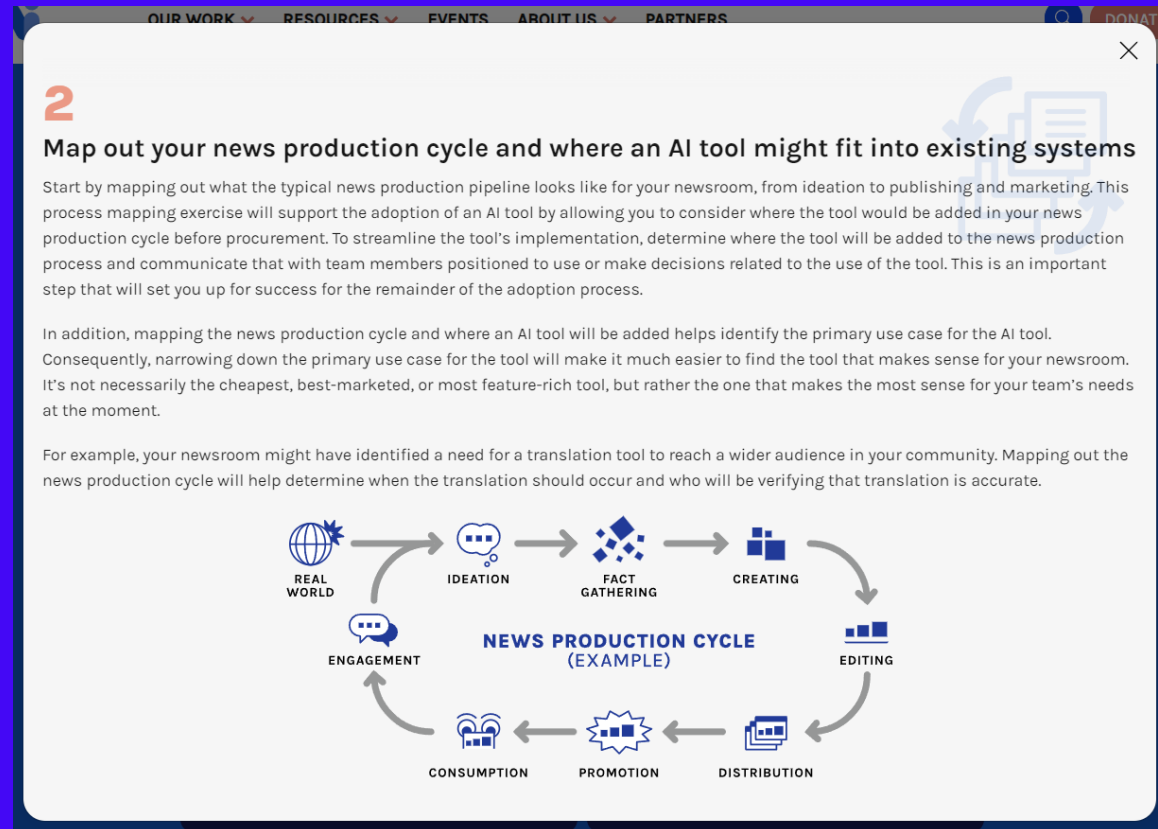
Changing News Consumption

The [ACMA 'How we access news' 2023 report](#) reveals several key trends about news consumption in Australia.

- Australians used on average 3.1 different sources of news in 2023, down from 3.5 in 2022
- More Australians are choosing social media as their primary source of news content. This trend is driven by younger Australians, who are shifting away from online news websites and towards social media platforms and apps
- 20% of Australians nominated social media as their main source of news in 2023, up from 17% in 2022. Among 18–24-year-olds, 46% nominated social media as their main source of news, up from 28% in 2022
- Free-to-air television remained the most common main source of news, reported by 26% of respondents.

AI in the newsroom

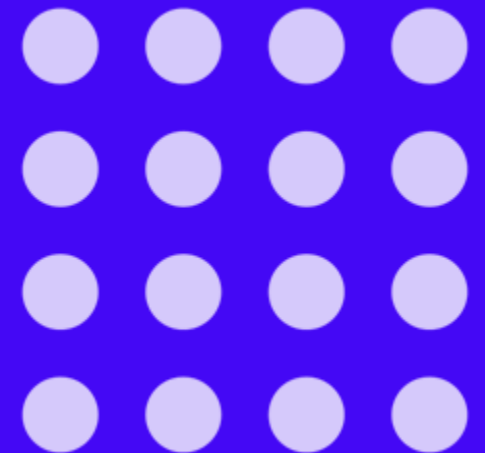
What role will AI play in your workflow and news production process?
Partnership on AI have developed a playbook for newsrooms.



Creating Powerful Prompts

What makes a good text prompt

1. **Introduction:** the first line and a brief statement that kicks off the conversation.
2. **Prompt text:** the main part of the prompt and is usually a question or statement that is given to the LLM model to generate a response.
3. **Context:** Any relevant information that can help the model generate a more accurate response.
4. **Constraints:** Any specific instructions or guidelines that must be followed by the model when generating a response.
5. **Additional instructions:** This can include style, tone, length, and other commands that help to shape the responses you receive.
6. **Conclusion:** the last line and is usually a brief summary statement

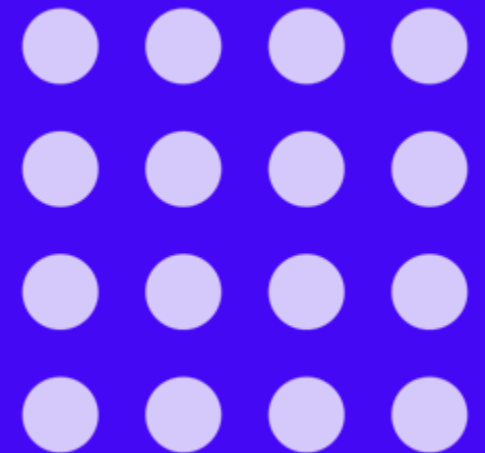


Example 1

Let's create an audio article

Tools used

- [Claude.ai](https://claude.ai)
- [Elevenlabs.io](https://elevenlabs.io)
- or record your own voice



Text Prompt:

our independent local journalism [Become a supporter](#) Powered by PressPass

MANLY OBSERVER

Manly Observer

FREE. FRANK. FAIR.
(WITH SOME GRAY FAIR)


REGULAR NEWS FEEDINGS VIA SOCIAL + ONLINE BY LOCALS FOR LOCALS

NEWS WHAT'S ON PEOPLE + CULTURE JOBS ABOUT US SUPPORT US ARCHIVE

Home > Latest News > Staff cuts, shift changes at Northern Beaches Hospital raises alarm

Staff cuts, shift changes at Northern Beaches Hospital raises alarm

By Manly Observer April 24, 2024



Northern Beaches Hospital, Frenchs Forest. Photo: Alex Smart

Northern Beaches Hospital has all but confirmed staff cuts across its adult mental health and maternity services, which medical personnel have confidentially told *Manly Observer* will have a "huge flow on effect and impact patient care, particularly mental health patients."

A spokesperson for the Frenchs Forest based hospital, a joint private-public hospital run by Melbourne-based medical company [Healthscope](#), confirmed on the weekend that the hospital had "begun consultation with its team on some minor staffing and rostering across its adult mental health services, and maternity services."

"The proposed changes will in no way compromise the quality of patient care and will have a minimal impact on existing roles. NBH's child and adolescent mental health services will not be affected by these proposed changes," they said in a statement.

MAKE THIS MOTHER'S DAY THE SWEETEST ONE EVER...

SUNDAY 12 MAY 2024 JACKSON

Local support, supporting locals

Our free and low-cost services are here for you

Lifeline LEARN MORE about Lifeline Northern Beaches [lifenb.org.au/local](#)

LOCALS KNOW THE BEST KEPT SECRETS.

SHOW OFF MANLY TO YOUR GUESTS

In this example I used Claude.ai to draft a conversational version of this written copy to be used as an audio article.

Once happy with the redraft I paste the new article into the voice to speech website Elevenlabs.

A had the option to use their audio player or download the audio file as an mp3.

AM AM

You are a friendly and helpful online editor for a hyper-local Australian online news website covering news and issues for residents and businesses in the Sydney suburb of Lane Cove.

Use your journalist skills and the style guide of the Guardian Australia newspaper.

Introduce yourself and what your role is. Ask the In the Cove journalist to submit their article for your review. wait for the journalist to answer.

Ask which audience News Need Cycle it has been written for. 1.Update me

2. Give me perspective

3. Educate me

4. keep me on trend

5. Amuse me or inspire me Wait for the journalist to answer.

Ask them to submit their article review their draft article and provide an editorial review of grammar and punctuation according to Australian standards.

Ask the journalist for feedback on your response. wait for their answer. then explain your reasoning.

Ask them if they'd like you to redraft this article as a spoken audio article. wait for their response. If yes, make the draft.

Ensure the article is conversational but professional. Do not add additional information or make information up.

Ask them if they are satisfied or wish to make changes. wait for their response.

Then ask if they would like you to draft three social media posts for facebook, Instagram and twitter for this article written to generate user engagement.

Finally ask the journalist if they would like suggestions on how to approach the story from a series of different local persona's. These include a young persons perspective, single 30 year woman, an older single woman, a 40 year old male, a retired couple living on a pension, a young married couple with young children.

[Staff cuts, shift changes at Northern Beaches Hospital raises alarm](#)

Text Prompt:

Alright, here's the audio draft of the article, written in a conversational yet professional tone:

Staff cuts and shift changes at Northern Beaches Hospital have raised alarm among medical personnel and local politicians. The hospital, run by Melbourne-based medical company Healthscope, confirmed they are making changes to staffing and rostering in their adult mental health and maternity services.

While the hospital maintains these changes won't impact patient care, an anonymous staff member told Manly Observer the cuts will have a "huge flow on effect," particularly for mental health patients. They expressed concern about workplace violence and the devaluing of mental health by Healthscope.

Local MPs Dr Sophie Scamps and Michael Regan are seeking urgent discussions with the NSW Health Minister. Dr Scamps said she's "deeply worried" about the standard of care at the hospital, with her office fielding frequent patient concerns. Mr Regan called the decision to reduce staffing "alarming" and fears it's "just the tip of the iceberg."

The staffing changes come amidst Healthscope's debt restructuring, with lenders appointing McGrathNicol to help reorganize about \$1.6 billion in debt.

The hospital has faced operational complaints and management changes since opening in 2018, with a scathing report warning of unsustainable conditions just six weeks after opening. While improvements were made, a 2019 incident involving a cancer patient having the wrong side of his bowel removed raised further concerns.

The NSW Health Minister provided a brief statement, saying they expect Healthscope to deliver high-quality healthcare and will continue working with providers to deliver a high-quality patient experience.

As the situation unfolds, staff, patients, and the community await more information on how these changes will impact the hospital's ability to provide adequate care, particularly in the critical areas of mental health and maternity services.

How's that? I aimed to make the audio version engaging and easy to follow while covering the key points from the original article. Let me know if you'd like me to modify anything. I'm happy to keep refining it until you're fully satisfied.

Copy

I dropped the new audio draft in [elev enlabs](#) and selected an Australian voice or I could record and clone my own voice.

Ask for Phonetic spelling to help the text to speech software.

Add your audio player at the top of the article, below your image.

TEXT TO SPEECH

SPEECH TO SPEECH

Staff cuts, shift changes at Northern Beaches Hospital raises alarm - by The Manly Observer.

Staff cuts and shift changes at Northern Beaches Hospital have raised alarm among medical personnel and local politicians. The hospital, run by Melbourne-based medical company Healthscope, confirmed they are making changes to staffing and rostering in their adult mental health and maternity services. -

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Steve - Austr... Voice settings 1888 / 5000 Generate speech

Listen to the audio article



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Manly Observer

FREE. FRANK. FAIR.

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NEWS WHAT'S ON PEOPLE + CULTURE JOBS ABOUT US SUPPORT US

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Northern Beaches Hospital, Frenchs Forest. Photo: Alex Stuart

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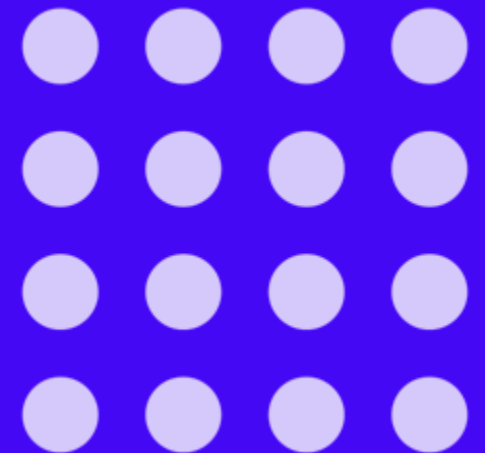
[Staff cuts, shift changes at Northern Beaches Hospital raises alarm](#)

Example 2

Creating a short form weekly podcast

Tools used

- [Claude.ai](#)
- [Elevenlabs.io](#)
- or record your own voice
- [Descript](#)
- [Canva](#)
- [Acast](#), [Podbean](#) or Onmy Studio



Text Prompt:

For this exercise we are creating a weekly podcast from the week in review article published on the *In the Cove* website.

I have included the prompt and the article that Claude produced.

I then copied the text into the text to speech subscription website elevenlabs.

AM Using your journalistic and podcasting content producers angle, rewrite this week in review article as a weekly In the Cove podcast. Rewrite the language in a conversational, informative and professional style. It will be presented by one person.

Use the Guardian Australia style guide as a reference for grammar and punctuation.

Review for flow of stories for the first draft do not remove stories or content.

At the top include a teaser of the top stories in the podcast.

For difficult words include phonetic spelling in brackets next to words which could cause issues when pronouncing.

Let me review this and ask me what changes I would like. Also provide me with an estimated length in time to read this podcast.

Once i am happy with the final draft.

Write an email to 2RRR station manager Natalie De Silva to notify her that this weeks 'In The Cove New News in Review' is ready to download for broadcast. Give her the a high level list of stories featured. Sign off with my name Andrew Morris

Wait for my approval and then create an engaging social post tailored for each platform Facebook, Instagram, Twitter and LinkedIn. Recommend the best image for platform. Include the most popular hashtags for the post.

Ask for my approval.

AM ok. give the entire podcast script in one go. Remember to include the teaser at the beginning of the podcast. End with a postive story. Any advertisements or ways to support In the Cove and be placed in the midway point but not after the teacher story.

AM have you added anything that was not included in the original article?

AM can you place phonetic spelling next to diffucult to read names, suburbs, streets etc,.

Certainly! Here's the updated podcast script with phonetic spelling for difficult-to-read names, suburbs, and streets:

[Intro music]

Teaser: In this week's "In the Cove" podcast, we cover the highlights from the Lane Cove council April meeting, traffic chaos caused by a crane truck fire in the Lane Cove tunnel, a Christian high school teacher facing serious charges, and the Diddy [DID-ee] being named one of Sydney's top 10 bowling clubs.

Hello, and welcome to the "In the Cove" weekly news podcast. I'm your host, Andrew Morris, bringing you the latest news and events from Lane Cove.

Let's start with the Lane Cove council April meeting, which was held on the 18th and finished at a staggering 11.43pm. One of the main issues debated was the release of the budget papers. Councillor Merri Southwood [MEHR-ee SOUTH-wood] wanted to defer releasing the budget papers for comment, citing concerns about not having enough time to review them and ask questions. However, five councillors voted for the budget papers to go out for community consultation, while three voted for deferral.

Mayor Scott Benison [BEN-ih-suhn] stated that the budget was only an estimate and that preparing the budget paper was not rocket science but basic accounting. The general manager claimed there were no factors that would impact the council's long-term financial plan, but this seems to contradict the Lane Cove council snapshot, which noted additional costs in the Lane Cove Sports and Recreational Facility due to sewer works and a remediation action plan.

In a closed session, councillors discussed limiting the number of questions they could ask Lane Cove council staff to five a week, under the heading "psychosocial hazards". All councillors supported this motion.

Moving on to some concerning news, a mobile crane truck caught fire in the Lane Cove tunnel on Thursday 18 April 2024. The tunnel's sprinkler system controlled the blaze, which was then extinguished by Fire and Rescue NSW crews. Thankfully, there were no reported injuries, but the incident caused significant traffic delays, with cars backed up at Macquarie Park [muh-KWAH-ree PAHRK].

If you've enjoyed our local news coverage so far, please consider becoming an ITC reader sponsor or buying the ITC team a coffee to support our work. Your support helps us continue bringing you the latest updates from Lane Cove.

Text Prompt:

Using ElevenLabs we chose an existing voice; however, you can clone your own voice.



Listen to the audio version

ElevenLabs

Products ▾Research ▾PricingResources ▾Enterprise ▾

Projects: Text to Speech Editor for Websites and Audiobooks


Your Audiobook Workshop

Generate, edit, and customize long-form spoken audio with precision, all within a streamlined workflow.

Get Started Free


Contact Sales →


HarperCollinsPublishers



LUKEMAN LITERARY

MAGICAVE

 mntn

 paradox interactive

Lane Cove ...

▶↺»⏮⏭⏪

H1H2H3H4H5H6

Download ▾

Total quota remaining: 79502

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Paragraph Settings

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Voice Settings ▾

Chapters (1) +

Chapter 1



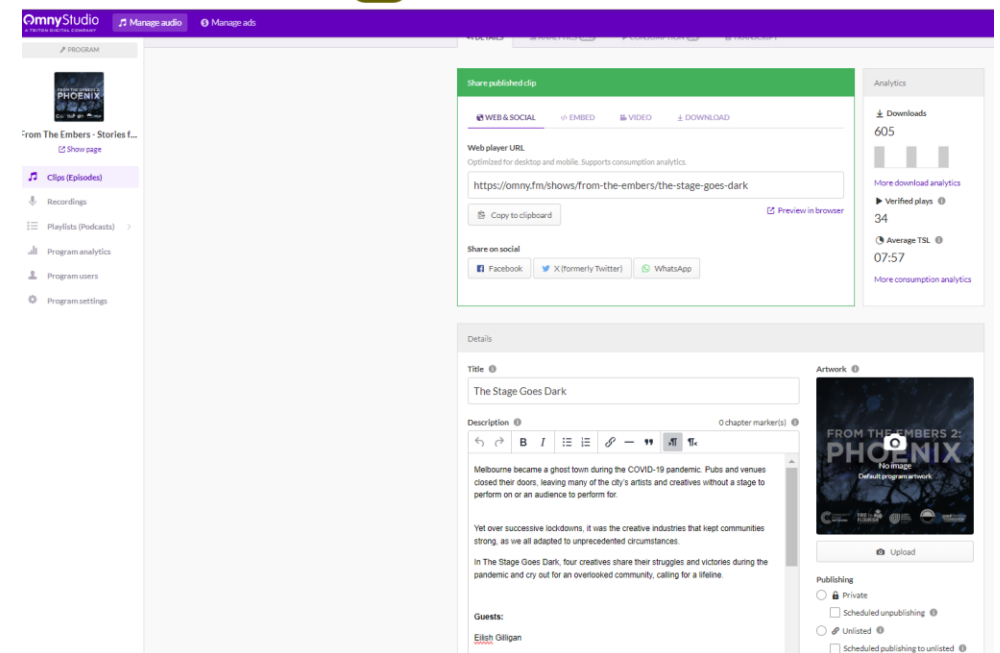
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Distribute your audio a cross platforms:

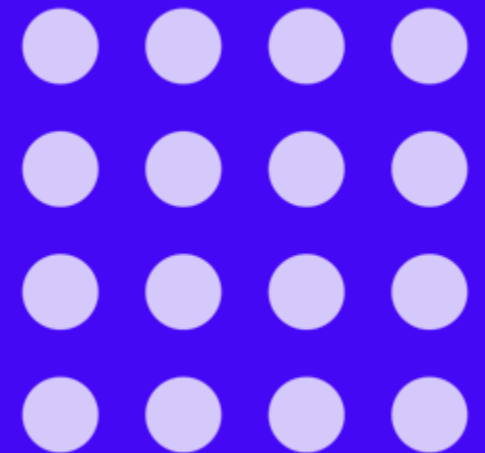
With this audio article or weekly podcast, you could:

- **Create an audiogram and post it on your socials**
Use tools like Canva or Descript to create
- **Create a weekly podcast and distribute it on Apple, Spotify and YouTube Music and embed on your website**
Use a podcast distribution platform like Podbean or Acast. Use tools like Descript to jazz it up.
- **Embed the audio onto your website on the article page.**
Place the audio player near the top of the article, often under your key image.
- **Partner with your local radio station and offer it for broadcast.**



Example 3

Using AI for story content ideas



Text Prompt:

Here are some prompt examples for a podcast series for the Lane Cove area based on the news stories covered on the website. Using generative AI helps generate lots of ideas quickly which you can then refine and distill.

Sure, here are five podcast ideas for a hyper-local news publisher covering the Lane Cove area in Sydney:

1. **Podcast Title:** "Lane Cove Lately"
 - **Episode 1 - "The Heart of Lane Cove":** Join us as we explore the unique charm and character of Lane Cove. We'll talk to local residents, business owners, and community leaders about what makes Lane Cove a great place to live, work, and play.
2. **Podcast Title:** "Cove Conversations"
 - **Episode 1 - "The Green Side of the Cove":** In this episode, we delve into the natural beauty of Lane Cove, exploring local parks, walking trails, and wildlife. We'll also discuss the importance of environmental conservation in our community.
3. **Podcast Title:** "Cove Cuisine"
 - **Episode 1 - "A Taste of Lane Cove":** Discover the diverse culinary scene of Lane Cove. We'll visit local restaurants, cafes, and markets, and chat with chefs and foodies about the flavors of our community.
4. **Podcast Title:** "Cove Creatives"
 - **Episode 1 - "Art in the Cove":** Meet the artists, musicians, and creatives who bring color and life to Lane Cove. We'll explore local galleries, studios, and performance spaces, and learn about upcoming cultural events.
5. **Podcast Title:** "Cove Chronicles"
 - **Episode 1 - "History of the Cove":** Journey back in time to explore the rich history of Lane Cove. We'll visit local landmarks, share stories from the past, and discuss how our history shapes our present and future.

Each of these podcasts can provide a unique perspective on life in Lane Cove, engaging residents with relevant, interesting

Sure, here's a rough outline for a podcast series titled "Voices of Lane Cove: Unheard Stories from Down Under". Each episode will focus on one of the major issues concerning residents in the Lane Cove council area of New South Wales.

Episode 1: The Green Heartbreak

- Discuss the environmental vandalism incident and its impact on the local community and wildlife.
- Interview local environmental activists and residents affected by the incident.
- Explore potential solutions and preventative measures to avoid such incidents in the future.

Episode 2: Homes or Havoc?

- Delve into the NSW Government's proposed changes to planning laws and how they could affect the Lane Cove area.
- Interview local council members, urban planners, and residents to get diverse perspectives on the issue.
- Discuss potential compromises or alternative solutions that could satisfy both the government's objectives and the residents' concerns.

Episode 3: The Parking Puzzle

- Highlight the issue of illegal parking and its effects on traffic, safety, and community harmony.
- Interview traffic police, local council members, and residents to understand the root causes and potential solutions.
- Discuss the role of urban planning and law enforcement in addressing this issue.

Episode 4: The Rubbish Reality

- Discuss the growing problem of dumped rubbish and its impact on public health and aesthetics.
- Interview sanitation workers, local council members, and residents to understand the challenges in waste management.
- Explore innovative solutions for waste reduction and recycling in the community.

Episode 5: Noise Nuisance and Pavement Problems

- Discuss the issues of noise and damaged pavements, and their impact on the quality of life in Lane Cove.
- Interview local council members, residents, and urban planners to understand the extent of these problems and potential solutions.
- Discuss how residents can contribute to solving these issues and improving their local community.

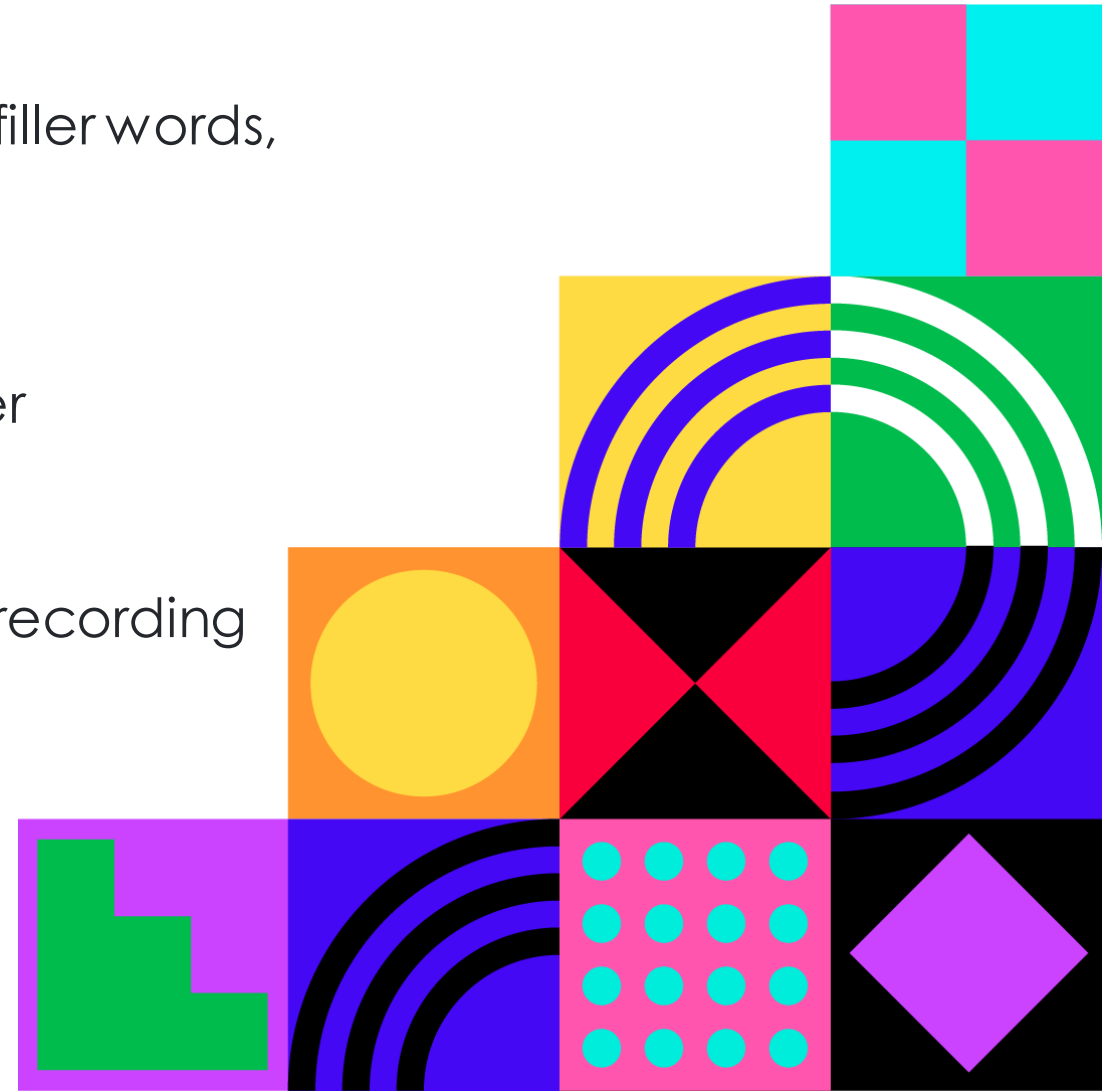
Free and paid resources

- [Audacity](#) – free audio editing
- [Descript](#) – AI powered edit audio and video by editing text, transcribe audio **(This is a very useful tool for repurposing)*
- [Levelator](#) – free and easy level your audio (Apple Mac)
- [Headliner](#) – free and easy video generator for your audio
- [Otter.ai](#) – AI powered transcribing
- [GIMP](#) - Photo editing
- [Canva](#) – graphic design and simple video
- [Kapwing](#) – images and simple video
- [Capcut](#) – simple video editing
- [Vidyo.ai](#) – ai trimming of video for different ratios



Free and paid resources

- [Getimg.ai](#) – AI image generator
- [Captions app](#) – socials captions, auto-trim filler words, teleprompter
- [Capsho](#) – generate podshow notes
- [CuePrompter](#) – Free and easy teleprompter
- [Riverside](#) – studio quality recording
- [Squadcast](#) – high-quality audio and video recording
- [RODE Capture](#) – free Video camera app
- [Acast](#) – Podcast host and distribution
- [Podbean](#) – Podcast host and distribution



Education, Training and equipment

Podcast Training

- [Gimlet Academy](#) – Podcasting training podcast
- [Podschool](#) – Rachel Corbett's podcast course
- [AFTRS](#) – Podcasting courses
- [CMTO](#) – Podcasting 1-day course

Public Interest Journalism Websites

- [Nieman Lab](#) – Promoting and elevating journalism
- [Listening Post Collective](#) – How to listen to your community

AI and Prompting

- [More Useful Things](#) – Prompt Library



About Andrew

I live in Sydney in the beach suburb of Maroubra. Which is an Aboriginal word for 'like thunder'.

I work for the Community Broadcasting Association of Australia (CBAA) managing a project which ensures all radio stations can be heard on any device, at any time.

I'm currently reading Nick Cave's book *Faith, Hope and Carnage* and enjoying 80s band Prefab Sprout.

- Email: andrew.morris@cbaa.org.au
- Let's connect on LinkedIn:

