



A NEW PODCAST AND NATIONWIDE SERIES OF WORKSHOPS ADDRESS THE RISKS OF DIGITAL DECAY IN PODCASTING

NEW YORK — March 14, 2019 : [The Metropolitan New York Library Council \(METRO\)](#), a non-profit organization providing research, programming, and organizational tools for libraries, archives, and museums, has launched a new podcast about podcast preservation aptly titled [Preserve This Podcast](#). The launch of the show also coincides with a nationwide [series of workshops](#) covering the same topic.

An estimated [90 million Americans](#), about 28% of the population, are listening to podcasts monthly. Apple Podcasts provides access to over [400,000 shows in over 100 languages, and it receives over 1000 new show submissions every week](#). The rise in listener growth has been accompanied by major developments in the podcast industry. Spotify recently acquired Gimlet Media for \$230 million, and a new company called Luminary is gunning to become the “Netflix of podcasting.”

But as a newer medium, podcasts are at risk of following in the footsteps of other audio and video media that have [lost large archives of content from their early days](#). *Preserve This Podcast* addresses the threat of digital decay and spotlights individual producers as they learn and implement a series of best practices designed to help them preserve their podcasts for future generations.

“We’ve seen how changes in the industry – from the monetization of hosting and distribution services to the acquisition or dissolution of content production departments – can affect the availability and continued existence of podcast content,” says *Preserve This Podcast* host and producer, Molly Schwartz. “And with the launch of our podcast and workshops we hope to empower podcast producers and address what is an increasingly urgent issue.”

Schwartz, who also hosts and produces METRO’s *Library Bytegeist*, leads an all-star production team including sound designer Dalton Harts (Emmy Award winner for *Zero Days VR*) and producer Allison Behringer (*Bodies, The Intern*). Music for the podcast is composed by the prolific and mysterious Breakmaster Cylinder (*Reply All, Today, Explained, The Pitch*).

Featured podcasts include:

[Historically Queer](#): Community historian Alice Y. Hom presents stories of queer activism by people of color through the years.

[An Arm and a Leg](#): Reporter Dan Weissman delivers revealing and entertaining stories about the spiraling cost of healthcare in America.

[Spirits](#): History geeks Amanda McLoughlin and Julia Schifini take a boozy look at mythology, legends and folklore from around the world, offering fresh takes on classic tales.

[*The Oldest Profession*](#): Comedian Kaytlin Bailey details the storied history of the world's oldest profession and the sex workers who shape society.

The first episode of [Preserve This Podcast launches March 21, 2019](#). Subsequent episodes will be published on Thursday every other week. The [first workshop](#) will be held at the [Metropolitan New York Library Council](#) on Friday, March 22. Recommendations and best practices featured on the podcast, along with a schedule of workshops and live events in 2019, are available on [preservethispodcast.org](#).

About The Metropolitan New York Library Council

Located in New York City, the Metropolitan New York Library Council (METRO) is a non-profit member services organization serving more than 260 libraries, archives, museums, and cultural heritage nonprofits in New York City and Westchester County. For over 50 years METRO has provided a range of programs and services to its members, including grants, consultative and digital services, collaborative initiatives, and professional development and training.

About Preserve This Podcast

[Preserve This Podcast](#) is a campaign to protect podcasts against the threats of digital decay. The Preserve This Podcast zine, podcast, and traveling workshops promote affordable, easy-to-implement archival techniques for digital audio preservation. It is funded by the [Andrew W. Mellon](#) grant-funded project hosted by the [Metropolitan New York Library Council](#) (METRO) through January 2020.