

***In the Life***, the monthly gay and lesbian newsmagazine that is now celebrating its 15<sup>th</sup> season on public television, recently launched a new podcasting feature, “*In the Life On the Go!*”

*In the Life* can be seen on 246 public television stations that reach 70 million U.S. households. However, viewers are discouraged by the fact that local public television stations often air *In the Life* during the early morning hours when most of America is sleeping or at inconsistent times. This happens because *In the Life* does not broadcast with “set” airdates each month. In fact, only program directors at each station decide when (or if) *In the Life* will air.

Additionally, there are still over 90 identifiable markets where *In the Life* is not aired. To remedy this, in 2004, *In the Life* began making streaming video of select episodes available on its web site, [www.inthelifetv.org](http://www.inthelifetv.org). The successful response to this feature, led to “*In the Life On the Go!*”, which now allows viewers to download select *In the Life* episodes directly to their own computers and portable MP3 devices. Bonus podcast features provide viewers with a glimpse behind the scenes at *In the Life*, with excerpts and footage available *only online*, such as the current interview with newly out former NBA star John Amaechi. The enthusiastic response to “*In the Life On the Go!*” is very exciting. Since launching in October 2006, *In the Life* has already yielded over 25,000 podcast downloads—20,000 of these in the first two months of 2007 alone!

“*In the Life* is truly taking advantage of modern technologies in an effort to reach the broadest audience possible,” said *In the Life* Director of Communications Jamie Dunne. “Individuals have changed the way they view television today, especially with the advent of DVR and podcasting. To some, *when* a television program airs has become irrelevant. We’re making *In the Life* episodes available free to anyone interested in our programming or gay culture in general. It’s a very exciting time for *In the Life*,” Dunne concluded.

“Get “*In the Life On the Go!*” today by selecting the podcast icon at [www.inthelifetv.org](http://www.inthelifetv.org).