

AUDIBILITIES

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Professional Audio Services for Any Purpose You Can Think Of

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How to Produce an Effective Promotional or Educational Audio

The secret of *effective* audio production is a *believable message!* To make certain your recorded message achieves the desired *result*, here are some simple guidelines.

- ❖ For an *effective* script, avoid the temptation to write it yourself. Use a professional writer with a broad range of experience in promotional and educational audio program development.
- ❖ Provide your writer with a clear, written outline of the points to be made, in a sequence that will lead the listener in a logical progression from beginning to end. Convey the purpose of your message clearly. Examples of your previous efforts and detailed information on your topic will also be most helpful.
- ❖ Be open to suggestions from the writer.
- ❖ There will be rewrites and revisions. Review each one carefully, and leave nothing to chance.
- ❖ Use a professional *actor* to read your script. *Narrators* have pleasant voices and make pretty sounds. *Actors* breathe *life* and *vitality* into the words to make your production *believable!*
- ❖ To find an actor, listen to demos until you find a voice you can *believe*. Is the person in the recording speaking directly and sincerely to you? Or just reading a script?
- ❖ The sound quality of the voice you choose is *secondary* to the *skill* with which the voice is used. Again, *belief* is critical.
- ❖ To record, use the phone book or go online to find a production studio with a solid track record in producing *spoken word* recordings. A studio specializing in rock, rap or hip-hop may not fully understand what you're trying to accomplish.
- ❖ In the studio, be receptive to suggestions regarding your script. Both the actor and the engineer may be able to offer useful, helpful ideas. Many good suggestions can be yours – free – just by keeping an open mind.
- ❖ Consider adding music to open and close your presentation. Some production studios have royalty-free music available in a variety of styles.
- ❖ Supervise all editing personally, and review the finished product several times.
- ❖ Consider custom packaging for CDs. The more attractive they look, the more likely they'll be listened to.

Audio has a powerful advantage over video because CDs can be listened to while driving, walking or exercising. To achieve success in presenting your message, following these simple suggestions will help ensure that your production budget will be returned to you many times over.

IN THE STUDIO

Words

New Talent

Stephanie wants to be a voice-over artist, and use her voice in radio and TV commercials. She also understands the difference between narration and acting, and

that her words need to hum in the hearts and bubble in the brains of the listeners. For her first time in a studio setting, she did quite well. Following a few hints on pacing and voice inflection, she completed her demo in one afternoon. CDs will go to qualified prospects only.

A qualified prospect is someone who can either book a voiceover artist directly, or influence someone else who can.

For a detailed eight-page article on how to start a new career as a professional voiceover artist, call 610-647-4341.

For Moms

Lactation consultant Robin Frees, CHt, HBCE, IBCLC, has completed recording three CDs for new mothers. The set teaches relaxation techniques using hypnosis and meditation, plus detailed instruction on improving the natural way of feeding newborn babies. Presented in a clear, easy-to-follow format, the information is delivered in a most pleasant voice that's easy on the ear.

Following a first release at a national convention, the CDs are now available online through her website, newbornconcepts.com.

Music

Highly Strung

Jim Nelsen and his 12-string guitar have been back in the studio, this time to record a mix of original tunes. He's quite an accomplished composer. Because he understands the purpose of rehearsal, he arrived completely prepared and required very few "takes" of any individual song. His smooth voice and warm guitar can be heard live at Catalina's, a popular restaurant on Malvern's King Street. Check www.catalinasrestaurant.com for details.

New Music

Current projects include a demo for a musician seeking work. In the interest of economy, all tunes are first being recorded in their entirety to be made available later as an album for sale. Then, once mixing and editing are completed, four or five tunes can be edited for use on the demo. It needs to be short because club owners and talent buyers have limited time to review demos.

Using original photographs, provided by the client, a custom CD label, cover and tray liner will make the finished product look as good as it sounds.

Words and Pictures

Online Education

Working with the creative folks at Training and Communications Group, we've been producing the narrative for a series of online safety training programs for DuPont. The process resembles what Tom Peters described as a "virtual company" as providers in four different locations in two different states are involved in creating the finished product. Electronic technology allows people to work together who never actually meet.

New Product Introduction

With Communication Arts Group, we've completed the narrative for instructional videos on several new health care products. Extremely detailed programs, they teach caregivers exactly what to do and why. The result will be a combination of improved service to patients and cost savings to the provider. The warm voices of Sylvie, Lynn and Suzanne will keep the listeners engaged by adding life and vitality to what might otherwise be a dry presentation.

While the recording is a fairly straightforward process, the editing is a bit more challenging because much of the narrative is in French and Spanish. Although I don't speak those languages, I do have an understanding of the pronunciation. When provided with accurate scripts, I find I can correlate the words on the page with what I hear. The same approach works with German and Italian.

A New Career

Building a career as a speaker involves a process, an important part of which is showing others what you can do. A new client with something worthwhile to say has produced a video to demonstrate both her message and her presentation style. To introduce the DVD, we invited professional voiceover artist Ian Alexander to provide the opening narrative. The audio will

be synchronized with the images by Premier Video Productions and then distributed to selected prospects.

FROM THE ATTIC

Words

Roasted!

When Harris retired from the railroad, a banquet was held in his honor. An important part of the event included an engaging pre-recorded commentary. Beginning with a humorous jab at his career, it all went joyfully downhill from there! With a professional announcer, comments by co-workers and inserted music and sound effects, the total presentation was both funny and heart-warming. Enough people cared enough to show their respect by investing hours of their time to create an audible monument to the outstanding career of an exceptional leader. The original open-reel tape has now been restored and permanently preserved on CD.

Music

On Tour

Thirty years ago a high school concert choir from the area toured most of Europe in performance. The concerts were recorded and a record album produced from the tapes. In all of this time, few have heard the music. As a gift to friends and former schoolmates, a client has ordered CD copies of the record. A two-record set, it all managed to fit on one CD. Some of the necessary charges were funded by a gift certificate provided by an area house of worship. Those kids could really sing!

Best Wishes!

On a sunny day in August of 1949, Fred and Ruth eloped to Maryland and were married. Attended by a few loyal friends, it was a nice party. Someone thoughtfully provided a record-cutting machine, and comments of well-wishers were captured for posterity. The groom even sang a song to his new bride! Restoring and converting the disk to CD was a pleasant undertaking with only one challenge. The stylus (needle) kept skipping over one revolution of the groove. Computers can't

help in situations like that, so an old-fashioned analog method was used. With an original photo provided by the family, custom covers and labels were designed and printed for the completed CDs.

Old Favorites

It was a pleasant day's work to restore an audiocassette of the popular music of sixty years ago. You may not remember, but the top tunes of that time were very different from the chartbusters of today. Multi-track recording and overdubbing hadn't been invented yet, so singers and musicians had to be able to perform their parts perfectly in one continuous take. Music was also much kinder then as well, and it was a pleasure to work with something mellow.

Canciones de España

Recently received for careful transfer to CD was a very old audiocassette (remember those?) of Spanish love songs. Having a particular affection for that music form, I found it a most pleasant assignment. As the client and I never actually met in person, the project was completed by mail. In sending unique original recordings, please use Certified Mail with a return receipt. The safest method of delivery, of course, is to bring your record or tape here in person. Remember to call first for an appointment.

New Equipment

The second design room computer now has a high-capacity outboard hard drive for longer term storage of your projects. Used primarily for Diskimages of audio, the drive can keep your words or music available for several years.

NEW SERVICE!

In the process of creating so many custom CD covers from original photographs, a certain amount of retouching has been necessary. Now, you may have your old original photos retouched, restored, enlarged or made smaller and printed. Blemishes and stains can be removed. In several cases, distracting background images have been eliminated altogether. For details and rates, please call **610-647-4341**.