

# AUDIBILITIES

By Emmet Robinson

Professional Audio Services for Any Purpose You Can Think Of

King Street Recording Company

Volume 46

610-647-4341

www.kingstreetrecording.com

## What Are You Waiting For?

If you're even remotely typical, somewhere inside of you is a singer, songwriter, poet, musician, radio personality, author, trainer or professional speaker yearning to be free. Deep within your soul is a powerful creative urge trying to get out.

So, what are you waiting for?

Yeah, I know. Real life gets in the way, so you put it off. You wait for the ideal time, the perfect time to start.

You wait until after exams.

Or you're more settled in the new job.

Or the kids are older.

Or your cold gets better.

Or you get a better guitar.

Or you wait until the weather gets better – spring, maybe.

Or until the economy improves.

Or you wait until...whatever.

All of the delays seem perfectly logical and reasonable. And then one day it occurs to you that you've waited too long and all of your creative opportunities have been lost. You're no longer physically capable of singing or playing an instrument.

Or all of your original hand-written notes have been lost.

Or your overweight neighbor sat on your guitar and smashed it.

Or the dog ate your original song sheets.

Or the computer crashed and lost everything you've ever written.

Or the new baby takes all of your time and attention.

Or your company has just transferred you to Finland.

Get the picture?

Seldom – if ever – is there a perfect time to do anything.

Okay, what does this mean to you?

Millions of creative people never take the bold step of expressing themselves fully and go to their graves "with their music still in them."

Don't let that happen to you.

Find out what you're truly capable of.

Have you written a song? An educational, motivational or training program that needs to be heard?

Do you want to be a singer? A radio voice? Professional speaker?

Have you written a poem, a novel or short story?

Well, what are you waiting for?

Call 610-647-4341 or e-mail [kingstreetrecord@aol.com](mailto:kingstreetrecord@aol.com) for your free in-studio consultation. Do it now!

When revisions and updates become necessary, it avoids having to create entire programs all over again.

Career Success Audio is an online program created by career management expert Ford Myers to help those interested in boosting their career path. It had already been modified twice. When it needs updating once again, having the original seven-module series already on hand made it possible to re-record portions of only the first and last. The remaining five modules could be transferred from a CD on file.

For powerful, effective career advice on "How to get the job you want – even when no one is hiring", go to [www.careerpotential.com](http://www.careerpotential.com).

## Jawbreakers

In more than thirty years of narrating corporate training programs of varying complexity, I finally met the ultimate challenge in an online program for Merck. There were so many "jawbreaker" multi-syllabic medical and pharmaceutical terms that the scriptwriter had to join me in the studio to coach me through dozens of difficult pronunciations. In work of this kind, the challenge for the narrator is to sound both knowledgeable and *interested*. If the words have no *energy* behind them, the participants tend to fall asleep!

Extremely well designed, the program introduces new products designed to benefit a select segment of patients suffering from cardiovascular disease.

## Quick Learning

Attorney Dave Frees has been back in the studio, this time with a series of short self-help programs. Designed for a quick listen at home or at work, these informative recordings help listeners to improve their skills in coping with a variety of important issues – both business and personal. Topics include reducing stress, cash flow and wealth management, interpersonal communication and improving negotiating skills.

As with Dave's other fine programs, you may order online at: [www.successtechnologies.com](http://www.successtechnologies.com).

## IN THE STUDIO

### Words

#### Generational Communication

A most enjoyable project was interviewing Kim Huggins of KHR Solutions on the different communication characteristics of the four generations currently active in the work force. For business owners and salespeople, it's critically important to understand how the different age levels talk to each other. The program is also a must for anyone in the business world who needs more

cooperation from employees or co-workers.

Available singly or as a CD set, this highly educational series can provide a powerful advantage in what has become the most competitive marketplace in 70 years. You'll find details at [www.khrsolutions.com](http://www.khrsolutions.com) or [kim@khrsolutions.com](mailto:kim@khrsolutions.com).

#### Revised Revisions – Revised

Maintaining long-term storage of both hard drive and hard copy versions of training programs is proving to be a worthwhile effort.

## Music

Playing an acoustic guitar with nylon strings for a mellow sound, Andy sang a popular tune from the 1970s. For maximum technical control of the music, he recorded the instrumental first. Then, listening to the guitar playback through headphones, he added the vocal.

After balancing the levels for an appropriate mix, and adding a touch of reverb on the voice, we were done in just ninety minutes.

Andy took a CD with him, and the complete session is now stored on multiple hard drives to allow remixing and adding more songs in the future.

### Wedding Bells

More than ever, preparing music for a wedding has become very specialized. Two weeks before her wedding, the bride-to-be brought her lyrics, an 88-key electronic keyboard and her accompanist to the studio to record the perfect song in exactly the right way to celebrate her wedding. A high-quality microphone was used for her voice, while the keyboard was connected to the mixing console with a matched pair of direct boxes.

Careful mixing resulted in a pleasant blend of voice and music on a CD

### Kiddie Chorale

To celebrate a little girl's birthday in an unusual way, she brought a group of her tiny friends to the studio for a recording session. With Karaoke tracks as their accompaniment, they gathered around the microphones for an hour of combined giggles and musical fun. As a memento of the event, all participants received their own copy of the session on CD. Can American Idol be in their future?

## FROM THE ATTIC

### Words and Music

#### On Record

##### The Test of Time

The most durable sound recording medium ever invented is the disc record. Tapes can disintegrate with age. CDs can develop scratches on their playing surface and become unplayable, and flash memory can vanish in an instant from a tiny spark of static electricity. Only the humble, old-fashioned phonograph record stands the test of time.

Thanks to Art Carey's wonderful feature article in the *Philadelphia*

*Inquirer*, there has been an increase in the growing number of calls for restoration and preservation of vintage sound recordings.

Many orders involve acetate discs from the 1930s and 1940s. Although they look like traditional phonograph records, most are actually aluminum discs coated with a form of plastic called cellulose nitrate. During WWII, when all aluminum was saved for the war effort and blank acetates became unavailable, American ingenuity responded by creating discs made of a special form of coated paper. Recordings of this kind were individually cut on special machines designed for that purpose. Because the playing surface of all acetates is extremely delicate, careful handling is required. The content of these recordings has been amazingly varied. For example:

### Family Gathering

One order involved a collection of 13 discs, all in various states of disrepair. The recordings represented a mix of conversation, personal messages to loved ones and the occasional song.

The condition of the recorded surfaces caused the stylus (needle) to mistrack in a number of places. Some of these were repairable. Then, after reducing a variety of surface noises and standardizing the recording levels, all content was transferred to a single CD with a printed tray liner listing the contents of the disc. Additional copies were duplicated for other interested family members. In this way, voices from the past will be preserved for future generations.

### Little Guys

Using a coin-operated machine at an amusement park, indulgent parents recorded the voices of their two small children on a tiny disc made of plastic-coated paper. More than fifty years later, it was still playable – sort of. Removing some of the background noise allowed the voices to be heard more clearly.

### History Lesson

In a unique original recording, a client's grandmother spoke about what her life was like as a child – *born in 1878!*

Things were different then. For example, becoming a school teacher in a small community only required passing a written exam. As an experi-

ment, she took the exam, passed, and began her teaching career – at age 14! In her first class, there were two students older than herself!

### The Soprano

Born in 1897, a talented young lady began her vocal training at the New England Conservatory of Music in Boston. Then, after World War I, at age 21, she joined the Chautauqua entertainment circuit, singing, playing the piano, guitar, ukulele and performing child impersonations. She toured extensively throughout the U.S. and Canada, entertaining thousands with her multiple talents. The warmth of her lovely soprano voice, captured more than sixty years ago on a 78 rpm acetate, has now been preserved on CD. A vintage photograph was used to create a custom cover for the disc.

### Inside Out

Two original discs from 1938 were recorded in an unusual format – the record groove tracked from the inside to the outer rim! Thanks to sophisticated equipment, transfer was tricky but possible.

### Old-Time Hi-Fi

A client brought in a collection of 78 rpm records from the mid-1940s. They had been properly stored to prevent damage, and their sound quality was superb – records more than sixty years old! What a pleasure it was to transfer the music to CD for the client's private listening.

In enjoying recorded music, we tend to take the medium for granted. Records are handled carelessly and stored improperly, resulting in damage to the recorded surfaces. Then we blame the medium itself for the poor quality of sound. The modern compact disc receives the same kind of treatment, creating scratched surfaces resulting in tracking errors.

### Fiddling Around

A thirty-year-old recording of classical violin was a pleasure to convert to CD. A unique combination of music and narrative made a thoroughly enjoyable listening experience. Each side of the disc included a mistracking where the stylus (needle) jumped ahead, missing some of the music. Although not all of these are repairable, the more noticeable of the two was, and the client was quite pleased with the result.