

Radio Advertising Spot

Project Intro

What is a Radio Spot?

- Local radio time set aside for commercial advertisements
- Can vary in length; typically 30 or 60 seconds long
- Can be aired multiple times throughout the day

Criteria of a Radio Spot

1. Mention the Product
2. Discuss its Benefits
3. Offer an Enticement
4. The Call to Action & Reminder

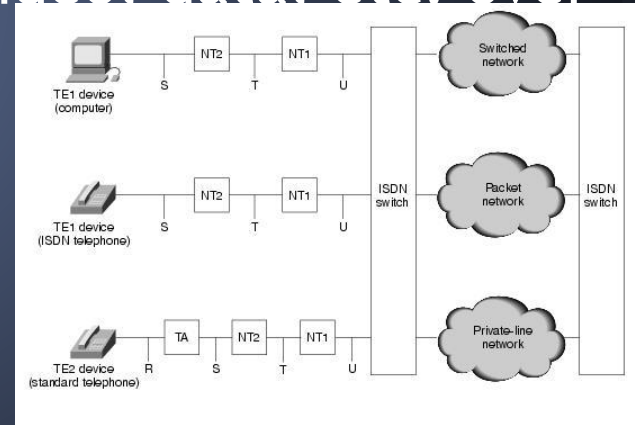
Voice Over

- Off-Stage or Off-Camera Commentary
- Spoken by a Voice Over Actor
- Pre-recorded and placed over top of a film, commercial, or video



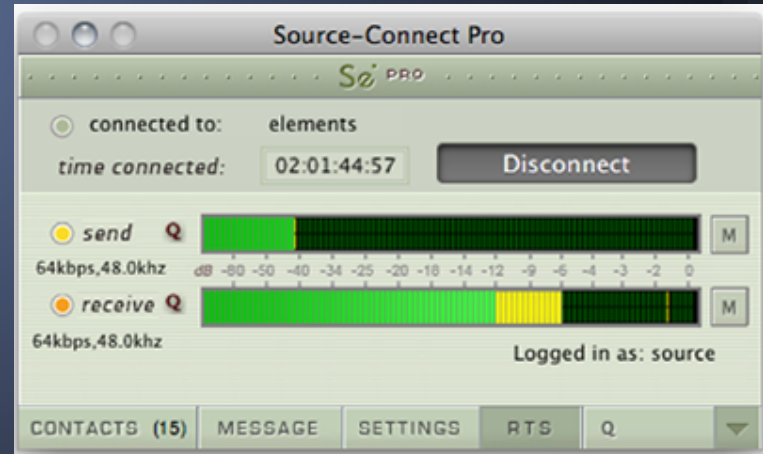
ISDN

- Integrated Services Digital Network
 - Set of communication standards for simultaneous digital transmission of voice, video, data, etc. over public switched telephone network
 - Integrates speech and data on the same line
 - Better voice quality than analog phone



Source Connect

- Enables audio connections between digital audio systems across the globe
- Direct-to-timeline recording; real-time, broadcast quality audio using internet
- More cost effective than ISDN
- Allows a way to record ADR from another location



Phone Patch

- Utilizes an analog phone line
- Voice Over Talent can hear the Producer who is not on site at the recording studio over the headphones
- Producer can hear the VO Talent's takes over the phone and can direct them as if they were there
- Voice Over recorded like a typical session



FTP

- File Transfer Protocol
 - Standard network protocol for transferring computer files over a TCP-based network (internet)
 - Uses separate control and data connections between client and server
 - You Send It; Drop Box; Filezilla; Cyber Duck

Resources

- ams.aaaa.org/eweb/content.aspx?webcode=findagency
- source-elements.com/
- yousendit.com
- dropbox.com

Radio Spot Project

- Create a soundtrack
 - The music must not be copyrighted material
 - Create the soundtrack with MIDI instruments, loops, and/or recorded instruments using one of the programs you have learned so far this year
 - Music theme should be appropriate for the spot
 - Soundtrack should be exactly 15 seconds long
 - Soundtrack portion will be checked on Monday

Radio Spot Project

- Record the Voice Over
 - Choose a Voice Over Actor (or several) to speak the part.
 - Record the chosen voice over in under 15 seconds
 - Keep the voice over natural sounding- not rushed; pause when appropriate
 - You must read exactly what is provided in the script. No more, no less.

Radio Spot Project

- Add in Sound Effects (for EM2 only)
 - Where appropriate, record or produce sound effects to be inserted into the spot
 - Remember this is radio, so if a visual needs to be represented to the listener through audio only then think what sounds would help reinforce the spot

Overall Mix & Balance

The project will be graded on

- soundtrack
- voice over
- sound effects (EM2 only)
- overall mix and balance of levels, eq, etc.
- time (must be exactly 15 seconds)
- overall effectiveness (did your message translate)

Projects will be due Friday, March 27th before Spring Break!

Important Things to Note!

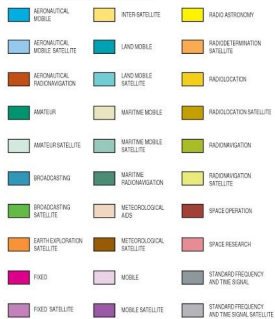
- Projects need to be finished on Thursday and bounced down to final .wav. Remember that overall mastered volume is incredibly important!
- **Open Note Quiz on Monday, April 6th!** If you were not here on Thursday, March 19th it is YOUR responsibility to get the notes from another student! If you are not here on April 6th, you will be expected to take the quiz the first day you are back or you will earn a 0.

FM & AM

- FCC → Federal Communications Commission
-- fcc.gov
- AM Stations → 540 kHz to 1700 kHz
- FM Stations → 92.1 MHz to 107.9 MHz
- FM Noncommercial Commercial Stations (NCE) may be authorized between 88.1 MHz and 91.9 MHz

UNITED STATES FREQUENCY ALLOCATIONS THE RADIO SPECTRUM

RADIO SERVICES COLOR LEGEND



ACTIVITY CODE

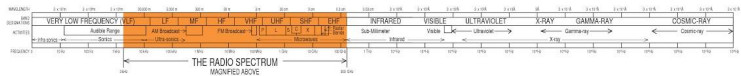
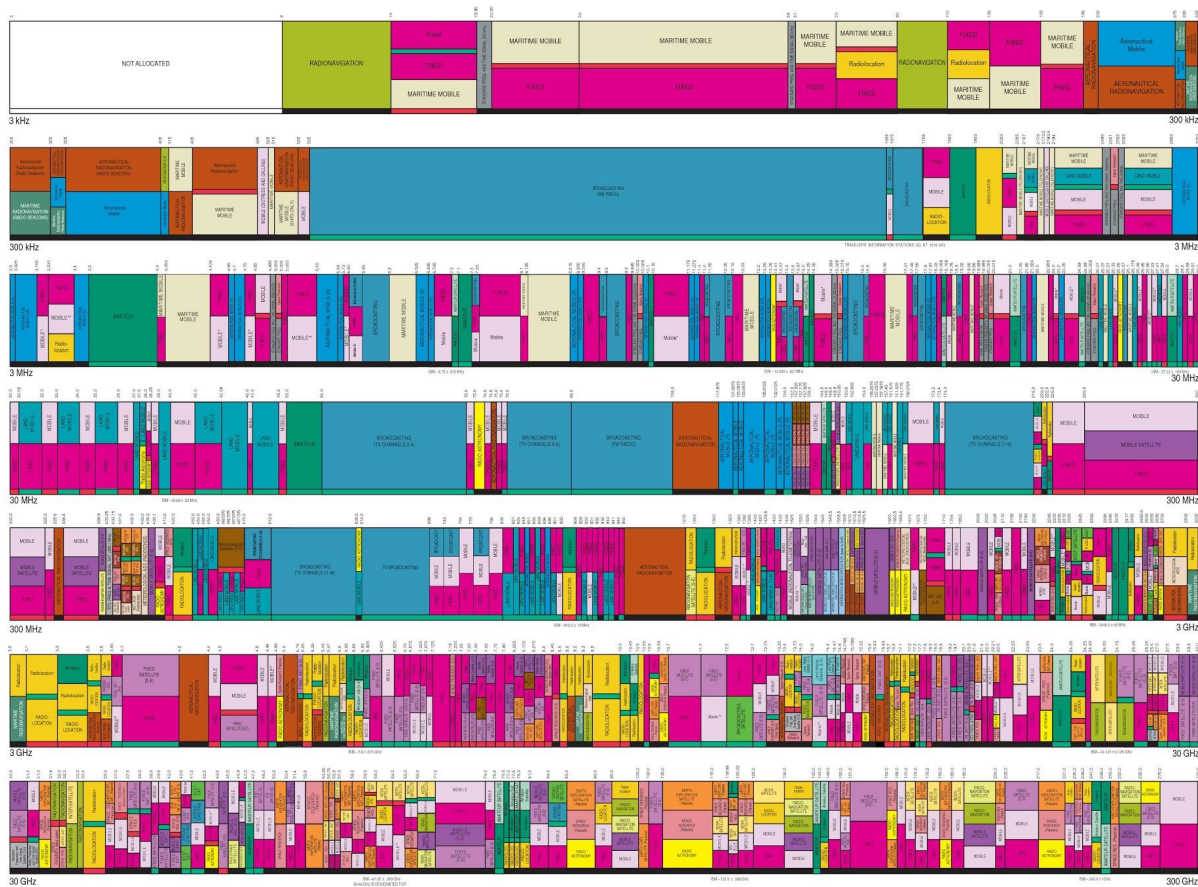


ALLOCATION USAGE DESIGNATION

SERVICE	EXAMPLE	DESCRIPTION
Primary	F1X2	Fixed
Secondary	M1X1	Maritime Mobile

1st Capital with lower case letters

This plan is a public regulation in the public of the Table of Frequency Allocations used by the FCC and the ITU. It is not a contract. It is subject to change without notice. It is subject to change without notice. It is subject to change without notice.



PLEASE NOTE THE BANDS ALLOCATED TO THE SERVICES IN THIS PLAN ARE SUBJECT TO CHANGE WITHOUT NOTICE. THE ACTUAL ALLOCATION OF SPECTRUM RESOURCES IS SUBJECT TO CHANGE WITHOUT NOTICE.

Types of Broadcasting Microphones

- Electro Voice RE20
- Shure SM7
- Sennheiser MD421



Podcasting

- A digital medium that consists of audio, video, or digital radio subscribed to and downloaded through web-syndication or streamed online to a computer or mobile device
- Word is derived from “Broadcast” and “iPod”

Video: Generation Radio

<https://www.youtube.com/watch?v=k10r0yfndCE>

- Write down 3 things from the documentary film about the radio broadcasting industry that you did not know before.