

# S1 RADIO TECH ~ CREATING A RADIO ADVERT

Your Advert:-

- Have a **topic** in mind (Health week, Awards Ceremony, Moffat Gala, Sports events)
- Write a **script** (make it short, exciting and grasp the listeners attention with all the information they need)
- **Practise** your script as a group
- Now you are ready to **record**.
- Pick an **Mp3** recorder and off you go.



Press **rec** twice to start recording then stop to end your recording.



Press **rec** once to start recording then **rec** a second time to end your recording.

## STEP TWO ~ UPLOADING ONTO THE COMPUTER

Once you are happy with your advert you need to transfer it onto the computer you will need one of the **WHITE** cables from my desk.

These plug from the MP3 recorder to the computers USB. (If using the **EDIROL** device you have to slide along the bottom of the machine to find where the cable inserts.) (**EDIROL** and **TASCAM** machines must be **ON** to upload and **ZOOM** must be switched **OFF**- complicated I know!)

Once you have attached your MP3 to the computer you should see this window:



Click to **Open folder to view files**.

This will allow you to view your MP3 files and **drag** the ones you want to keep into the **GLOBE** folder on your **desktop**. You can **delete** off any others you don't need at this point.

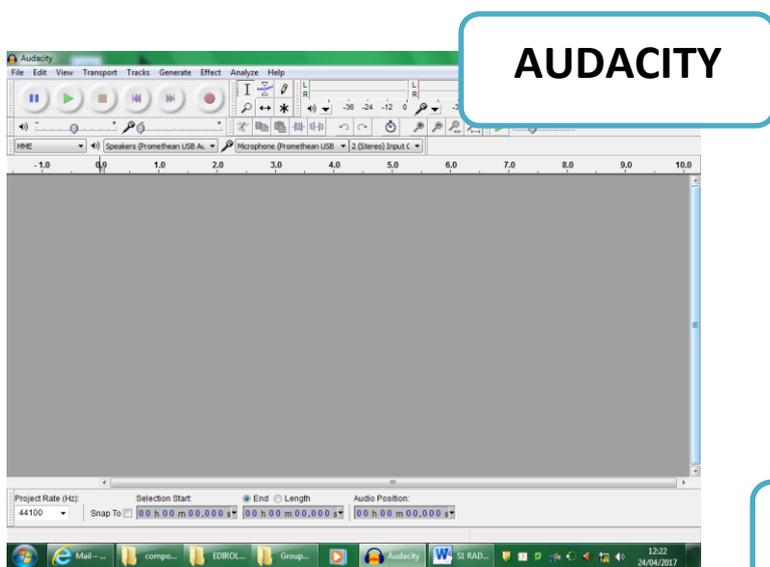
## **STEP THREE ~ MERGING YOUR JINGLE AND ADVERT TOGETHER USING AUDACITY**

You are now going to use a music technology programme called AUDACITY to merge your JINGLE and ADVERT together so that your jingle plays right before we hear your advert.

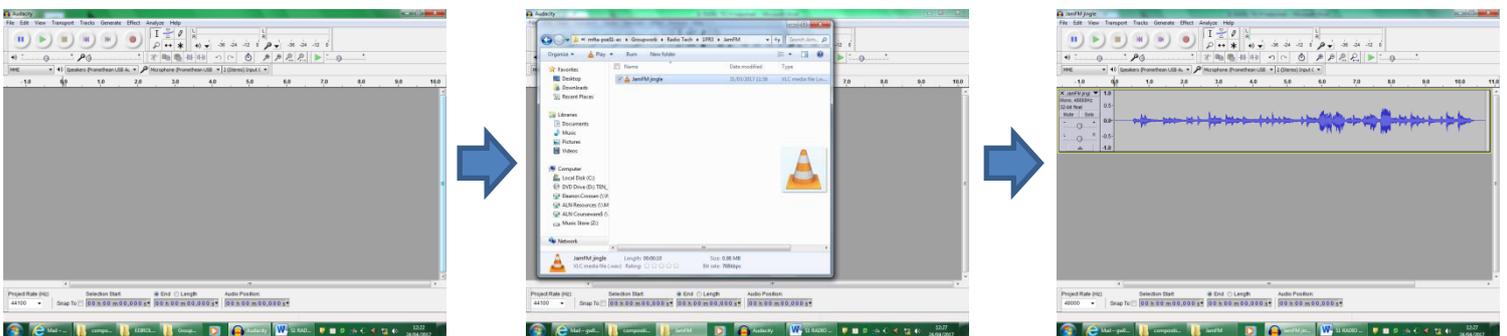
To find audacity click on DESK TOOLS -> MUSIC -> MUSIC ROOM -> AUDACITY

Audacity is a really simple programme to use and allows you to easily edit audio files. Once you have loaded up Audacity follow the next steps:

### **IMPORTING YOUR JINGLE.**

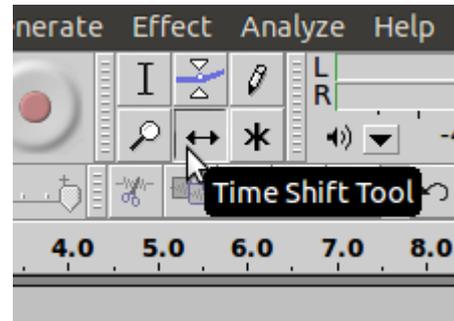


With both AUDACITY and the GLOBE FILE open on your desktop you will be able to drag and drop the files you require from your GLOBE into AUDACITY.



- Now Drag across your JINGLE into Audacity. Click play to make sure it sounds ok.
- Now follow the same method again, this time with your advert. You will notice that your advert creates its own line underneath- don't panic! And don't press play! (It will sound awful!!!)
- What we have created now is both the jingle and advert playing ON TOP of each other so we need to SHIFT your ADVERT along so that it plays directly AFTER your jingle finishes.

- To do this you need to select the TIME SHIFT TOOL
- Once selected you will be able to move your tracks along the time line. Move your ADVERT (the bottom track) along to the end of your jingle. Listen to see if it transitions smoothly from one to the other.



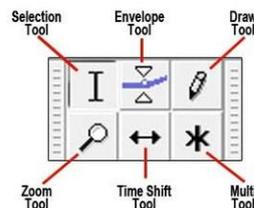
## **STEP FOUR ~ EXPORTING YOUR FINISHED TRACK**

- When you are happy with your merged track you are ready to export. This means you will create a new finished MP3 of your merged jingle and advert together.
- To Export, select:
  - **FILE -> EXPORT -> SELECT YOUR DESKTOP GLOBE -> GROUPWORK (YOUR FOLDER) -> SAVE**
  - **SELECT OK TO ANY MESSAGES WHICH APPEAR.**
  - **DONE 😊**

## **EXTENTION TASK ONE ~ EDITING IN AUDACITY**

Audacity can also be used to alter your tracks. If you feel there are any *long pauses, outbursts of laughter* or sections in your advert you would rather take out now is the time to adjust them.

Using the **SELECTION TOOL**



- Click on the selection tool button
- Using the selection tool you can click using the mouse and drag to highlight passages. Pressing **DELETE** or **BACKSPACE** will delete the highlighted area.
- If you want to check what is in the highlighted area, just click play and audacity will only play the highlighted section.
- Selecting **EDIT- UNDO** on the top bar will bring back any errors.
- Once you have finished editing your advert complete **STEP FOUR** again.