

Torrington High School

Music Technology

Radio Commercial Assignment # 1

In this assignment you will create a 45 second radio commercial for a fictitious concert.

Criteria for Assignment

1. The music bed must be exactly 45 seconds. NO EXCEPTIONS
2. Select a band or your choice to use in your copy facts
3. You must select points from the information provided.
4. You can use either ACID Pro 4 or Cakewalk Pro Audio 9 for this assignment
5. Final product must be rendered as an MP3 and saved to the music technology network folder **and** your own network

Copy Facts (Use can't use all of these. Pick the ones that will best reach your target audience)

Remember the following: Who, What, When, Where

1. Concert is a promotion of WTHS and Music Tech Productions
 2. Concert Date is January 29, 2004
 3. Location is the Torrington High School Civic Center
 4. Name of Concert is "Music Tech Fest 04"
 6. Tickets are available at the THS Music Tech room and online at www.thsmusic.net
 7. This will be their only appearance in Connecticut this year
 8. Hear their greatest hits, hear all your favorites
 9. Visa, The official credit card of (insert band's name)
 10. Get a copy of their latest CD (insert CD title) at THS Music Tech Productions
 11. Do not miss this once in a lifetime event.
 12. Listen to WTHS to win tickets and backstage passes
 13. You will never forget this if you are the lucky winner/
- You may create 2-3 original copy facts for this commercial. It must be approved by Mr. S before using it in your comm

You will be graded using the following grading rubric

Radio Commercial # 2 Assignment will also use this grading rubric

Commercial Assignment # 1 "WTHS & Music Tech Productions"	Exemplary 20	Accomplished 15	Developing 10
Script	Script has a definite flow with a well-defined beginning middle and end. The script holds the attention of the audience throughout the commercial.	Script has an identifiable flow with a recognizable beginning, middle and end. The script holds the attention of the audience most of the time.	Script was attempted but the beginning, middle and end were not consistently recognizable. The script holds the attention of the audience some of the time
Musical Bed	Music makes a major contribution to the overall quality of the commercial	Music makes some contribution to the overall quality of the commercial	Music makes little contribution to the overall quality of the commercial
Final Mixdown	All aspects of the commercial can be clearly heard and the mix is of the highest quality.	All aspect of the commercial can be mostly heard and the mix is of average quality.	The final mix contains some errors. Not all aspects of the commercial can be heard clearly.

