

AUDIBILITIES

By Emmet Robinson

Professional Audio Services for Any Purpose You Can Think Of

King Street Recording Company

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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 for your free in-studio consultation. Do it now!

benefits of repairing and maintaining high voltage electric transmission lines *with the power on!* Sounds dangerous, doesn't it? Under normal circumstances, it would be. However there are special techniques that can reduce and control risk at a savings of as much as one million dollars a day! This is far more economical than the traditional approach because, when the power to the lines is cut, meters stop spinning and all company revenue stops for as long as the repair requires.

Handle with Care

In a laboratory or production facility, handling of bloodborne pathogens requires extraordinary care due to the possibility of contagion. In narrating the instructive audio track for a web-based training program on this topic, I was impressed by the level of detail in the program. In a logical, step-by-step sequence, every possible eventuality was covered. It was quite an impressive presentation.

Cheers!

Wine expert Phillip Silverstone was in recently to record a selection of his popular radio features on wine selection. Quite the opposite of dull, this delightful gentleman makes wine selection easy, simple – and fun. I do hope he returns here. Catch his regular radio features on WRTI-FM.

Smart Marketing

The current Great Recession has resulted in a business bankruptcy rate of 240 business failures per day – and Les Wolff wants to do something about it. A nationally-known expert in marketing for small business, Les is creating a pilot for a call-in radio show where small business owners can share their concerns. Les and his knowledgeable associates will then provide immediate, competent, proven recommendations on how to resolve their issues. In addition to helping small businesses survive and thrive, the station(s) hosting the show will increase market share with this novel offering by attracting listeners from the small business arena.

For details, go to:

www.smartmarketinggroup.com.

IN THE STUDIO

Words

Keeping The Troops Informed

It was a pleasure to narrate a very tidy script for a pharmaceutical company's promotional video about a new product for counteracting drowsiness in the workplace. The continuing trend toward odd working hours upsets internal clocks, and folks are falling asleep on the job. The purpose of the production was to introduce the new product to the company sales reps in a

dynamic and appealing way. Providing them with up-to-date information in a powerful format will enable them to more effectively present a useful new product to potential buyers. The result, of course, will be sales levels far in excess of the production cost of the video.

High Voltage

I enjoyed narrating and producing the audio tracks for another promotional program describing the financial

Hollywood Bound

A recent graduate of University of the Arts, Kelley has completed her voiceover demo here in preparation for her move to California. Arriving here properly prepared with multiple scripts, she took direction well and was able to bring life and vitality to the words. She has the perfect combination of talent, common sense and energy that produces successful careers. I wish her the very best.

Accessible History

Writer Ann Atkins has just completed work on the audio version of the first biography in her Flash History series, *Eleanor Roosevelt's Life of Soul Searching and Self Discovery – From Depression and Betrayal to First Lady of the World*.

The question we had as kids, "Why do we need to know this?" is being answered in this new and exciting series. Ann takes lessons from the lives of great people and makes them applicable to the reader. Translating thousands of pages of research into one powerful story, Ann's concise delivery gives readers relevant information to enlighten their own journey and refresh a weary spirit.

For details – and to order – go to www.annatkins.com.

Words and Music The Stolen Messiah

Ten years ago, Rich Davenport was here to produce a fascinating music education CD based on Handel's Messiah. Rich's research showed conclusively that in order to create his timeless classic as quickly as he did, Handel relied heavily on his previous work. In effect, he stole from himself!

Now, after ten years, it was time to revise and update the recording. Although the original computer files had long since been deleted, since I'd kept a CD master on file, I used it to create new computer files that could be worked with.

Each movement was isolated, labeled and arranged in a slightly different order. One movement was deleted, and the recording levels were fine-tuned. As Rich found travel inconvenient, he asked me to re-record a new narrative track with more detailed information. All in all, a most enjoyable collaboration.

Music

The singer's audiocassette arrived

with a note requesting removal of the hissing sound that accompanies analog tapes. Since the digital system here provides four different variations of noise reduction, the simplest thing to do was to send the client one of each.

Music

Late Bloomer

Janette's original songs were recorded in a sophisticated Nashville studio, then put aside for several years. Recently rediscovered, the digital audio tapes were converted to the ProTools format, divided into individual tracks and transferred to CDs. Then original professional photos were used to create custom covers for the finished product – which is now selling quite nicely! Janette has joined the growing trend and become her own record company! If you write music, this could work for you!

FROM THE ATTIC

Words

Under the Sea

I recently was given a fascinating restoration project in the form of several 78 rpm disk recordings describing the daring undersea exploits of Naval Commander Edward Ellsberg. The first disks were of a dramatization broadcast over the NBC radio network in 1936. Professional actors, music and sound effects portrayed chilling accounts of heroic rescues and challenging salvage projects involving the raising of sunken ships in 130 feet of very cold water.

Another disk was of a live interview with famous newscaster Bob Trout on CBS radio in 1939. Modest and unassuming, Commander Ellsberg described his daring adventures in a calm voice completely in contrast to the events themselves.

The final recording was of Commander Ellsberg as guest of honor on Ralph Edwards' famous radio program, "This is Your Life," where many important people attended to pay tribute to this remarkable man.

Hearing history described by the man who made it happen was a tremendously moving experience!

Conversion

About thirty years ago, I was pleased to produce a record album of a church folk group. With guitars, bass, flute and warm voices, five young ladies made a melodious sound. Now, since no one has record players any-

more, it became necessary to convert the original recording to CD.

Luckily, the master reels were still playable. They were made before the EPA required the change in the chemicals used in tape manufacture, and converted nicely to the digital format. Then a high-res digital photo of the original record jacket was converted to CD cover and tray liner. The result was pleasing both to the ear and the eye.

At the Fair

Sounding something like an old-fashioned steam calliope, a fair organ operates in the same way as a player piano. Carefully programmed perforated paper rolls operate the organ keys, percussion, xylophone and other effects. With marches, waltzes, rags and pop tunes of yesteryear, it was some of the *happiest* music I'd heard in a long time!

I'd recorded two of these instruments on location in the summer of 1990. Using two systems at the same time, I used an open reel tape recorder with an S-VHS video tape as a backup. I learned more than forty years ago that recording live performances on location requires two recorders! After more than twenty years, the open reel tapes had become unplayable. The videotapes, however, played perfectly and have now been converted to the digital format. That redundancy in producing the original sessions made this enjoyable restoration possible.

Redundancy is good! The main computer here has multiple large capacity external hard drives for that very reason. If one set of files becomes corrupted, another set may still be available on another drive.

New Toys

Richard Singer from D2A2D Services has recently completed installation of my fifth Mac-based workstation, dedicated solely to the restoration of vintage disk recordings.

I'm often asked why I have so many computers. Well, each one has a different job. In addition to the new system, one is for office work and creative writing. Another is connected to the Web. A fourth is used for graphic design and restoration of old photos, and the Music Mac does as its name implies. This gives me five dependable employees who don't take vacations – although they do have the occasional nervous breakdown!