

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

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The Other Room

Many first-time visitors to my studio generally enter through the office area and turn left into the *control room*. This is where the computers are, and where much of the actual production is done. Not everyone knows about the “other” room – the actual *studio* – and what it’s used for. Here are some examples of the sounds recorded in *the other room*:

- 🎤 A fifteen-voice chorale
- 🎤 A CD of poetry
- 🎤 A twelve-year-old rock guitarist
- 🎤 An established rocker who created his own virtual band by overdubbing all of the instruments himself
- 🎤 A five-member folk group who created an album of their music and made it available for sale
- 🎤 Actors from People’s Light and Theatre Company, who recorded audio tracks for use with a live performance
- 🎤 A three-member acoustic group from New Jersey. The finished CDs were used as demos to help them get bookings in the resort areas.
- 🎤 Narration for hundreds of instructional programs on customer service, finance, health, meditation, psychology, safety, sales and technology
- 🎤 A variety of radio commercials
- 🎤 Audio tracks for online commercials
- 🎤 Audio for video
- 🎤 Audio tracks for professional puppet shows – complete with character voices, original music and sound effects
- 🎤 A classical guitarist’s demo to accompany his college application
- 🎤 Another demo by a violinist – for the same purpose
- 🎤 A sophisticated demo for a classical quartet
- 🎤 A demo for an impressionist – his Edith Bunker was hilarious!
- 🎤 Several audio books, including an audio version of a newly published autobiography, a biography of Eleanor Roosevelt and a selection of children’s stories
- 🎤 A series of instructional recordings for business owners, managers and professional salespeople
- 🎤 A narrative track for a visual presentation by the Audubon Society
- 🎤 Audio tracks for music-and-information-on-hold telephone systems

Now you know what the “other room” is used for. If there’s something you want to sing, say or play, why wait? Call 610-647-4341 *now*.

IN THE STUDIO

Words

Proper English

With increasing demand on electrical grids, and the threat of more frequent power outages in the future, more businesses and consumers are purchasing their own generators. With that in mind, it was a pleasure to work with a voiceover artist new to this area. Her elegant British tones lent interest and sophistication to an online commercial for a line of new products for independent generation of electrical power.

Getting Motivated

Working with a video production company, we produced an informative and motivating message for sales reps in the field. The voice was provided by a thoroughly knowledgeable company representative who had extensive on-air experience in radio broadcasting. The exceptionally well-written script included all of the natural contractions that made it smooth and conversational. The message described steps taken, progress made and predictions for the future – all delivered in an energetic and motivational style that

will inspire the sales force. Well done!

Green Recycling

Reldan Metals is a company that specializes in refining valuable metals from scrap in an environmentally friendly way. They combine technological advances with the finest state-of-the-art equipment to provide the maximum payments possible with the shortest turnaround time. With an excellent script, it was a pleasure to narrate the audio track for their new promotional video.

Hidden Talent

Although writing a promotional script for a website can be a daunting enough task, narrating the script in the studio can be terrifying. Not so to Stephanie McCullough of Sofia Financial. For a fifteen-minute program on financial management for women, her near-perfect read in a pleasant tone was completely conversational – and completely believable. Those who download the audio will feel that Stephanie is speaking directly to them. I’ve never heard anyone read that well who wasn’t a seasoned professional. Well done! Check it out for yourself: www.sofiafinancial.com.

Free Samples

A professional speaker and business consultant has developed promotional web content with actual practical application. In attracting new clients, she’s demonstrated her expertise by providing solid, proven content – things that can be done right now. Try www.neenjames.com.

Please Hold

In operating a small business, it’s important that inbound phone calls be answered when you’re unable to be there in person. I enjoyed recording the voice prompts for the phone system at Cyprus Door and Glass.

Another use of pre-recorded voice is for an information-on-hold system. While callers are parked on hold, the recording allows you to describe products or services that your callers may not be aware of.

Music

An Early Start

Twelve-year-old Michael has been playing guitar for six years. That early start shows in his music. In recording two covers of popular tunes, he only needed two or three takes of each to get recordings he liked. Although he played solo here in the studio, he also plays in a band. He has full support of encouraging parents – although they don't know whether he'll ever become a future rock star. What they *do* know is that the self-confidence he develops through his music will help him in whatever future career he chooses.

Would you like to play folk or country guitar? You can learn here! Call 610-647-4341

FROM THE ATTIC

Words

Tiny Tapes

Over the years, open-reel tapes have been made in a variety of formats and sizes. I recently received a set of four reels, each about half the diameter of a compact disk. To facilitate handling, and prevent damage to the tapes, leaders were added to each end of each tape. They were then carefully transferred to larger professional reels.

Background noises in the recordings included the sound of a ventilation system and a persistent low frequency rumble. Using two different computers, it was possible to make a marked reduction in the noise levels in order to allow the voices to stand out more clearly.

Audio from Video

The video was of a 1987 interview with a doctor of veterinary medicine. It was a fascinating life history of a very accomplished man, his education, how he established his practice, and how he served his local community for many years.

The client wanted the audio track separated from the video, so that it could be transferred to compact disk and made available separately from the video. The variety of playback systems here made that a fairly straightforward process.

If you'd like to capture and preserve family history from those who still remember, schedule a professionally recorded interview here. Call 610-647-4341.

The Pony Express

Over the last few years I've been

servicing a growing number of clients from outside the immediate area – Vermont, Florida and New Mexico, for example. Clients have found it convenient to send their materials using professional delivery services.

Although the U.S. Postal Service receives a great deal of criticism, much of it is unfounded. They've actually proven quite dependable here. With certified mail, the green postcard returned to you lets you know that your materials have arrived here safely.

As an alternative provider, United Parcel Service will deliver directly to my door, and has proven useful for larger shipments.

Careful packing will ensure safe delivery of your materials. For specific instructions, call 610-647-4341.

Music

Matt's Greatest Hits

Matt's family and friends had made many open-reel tape recordings of his singing over the years. Working from a variety of reels, several hours of careful editing allowed creating a compilation of the songs he sang. Reproduced on CD, Matt's fine tenor voice will please family and friends for many years to come.

For safekeeping, and the client's convenience, duplicate files are stored on multiple hard drives on three different computers. When additional copies are ordered, and the primary system is in use, another system will be available.

Have there been any singers in your family?

Alto or Soprano?

I thought I'd completed my assignment well – until the client called. "Why is my voice so low?" she asked. "The CD makes me sound like an alto – and I'm a soprano." Good question. I'd carefully transferred her original tapes into the computer for editing, and her voice sounded normal to me. As it turned out, her original recorder was running somewhat fast, resulting in the reverse effect when the tape was played back on more sophisticated equipment. Luckily, a file copy of a previous project for the same client provided a pitch reference so that the correction could be made. Always remember that tape recorder speeds may vary – sometimes widely. Also, the counters serve as an internal reference only, and have no relation to actual time.

Rockin' On

Pete Harding began playing music in his early teens, and has been making home recordings ever since. Some of his tunes are currently available on Reverb Nation. Check out "Ragchild."

PHOTOGRAPHS & MEMORIES

Adventures in Photo Restoration

Happy School Days

The 1960s era class portrait arrived in poor shape. Torn in a couple of places, the tears had been mended with clear tape on the photographic surface. Worse, the photo had been stored rolled up like a scroll and was severely damaged.

Removing the offending tape required a combination of technology, a sophisticated solvent – and luck. Once mechanical repairs were completed, the photo was flattened and scanned at very high resolution. Then, after cropping and aligning the image properly, retouching could begin. Another 3.5 hours were required to repair the damage.

Color Options

Over time, the original black and white photo from sixty years ago had developed a pleasant sepia tone. To provide the client with options, it was first scanned as a color photo, then scanned again in black and white. When the client chose the color version, text was added in an appropriate color to complement the image. The finished product was then converted to the correct size and format for use as a custom CD cover.

Photographic Prosthetics

A snapshot was taken of a man standing in a sunny street while on vacation in Italy. Unfortunately, the tilted camera produced an incomplete image. Among the missing were part of the sky, a section of street, one side of an adjacent building – and the man's right foot!

Contrary to popular belief, there is no single button on the computer that will correct all of these defects. Restoring the photo to the vertical was simple enough, but what about the missing areas? This is where a background in both art and photography was useful. Over several hours, the missing sections were carefully and patiently reconstructed – with thousands of individual strokes of "digital paint brushes." The result was quite pleasing to the eye.