

RADIO

The Basic Radio Skills Series

Now Available On DVD!



"These tapes have made my job much easier. They are very useful in tying whole concepts together."

- Donald E. Smith, Associate Professor Communications, Elizabethtown College

This training series is geared for the radio beginner or for those wanting to improve their practical knowledge. Each program provides the most comprehensive introduction to both the technical and creative aspects of radio.



Announcing And Presentation

A lively montage takes us through a typical radio day as six announcers on talk, news and music shows provide insights into the specific requirements of their formats and into their personal approaches to gathering, organizing and presenting material. Emphasis is placed on learning how to "be yourself" on the air rather than assuming a facade or persona. Topics include: research, scripting, scheduling, equipment operation and techniques for using voice as an effective tool.

28 min. F769 . . \$149.00 F769DVD . . \$149.00

BEST SELLER

Making A Radio Commercial

The production process of a humorous insurance commercial is amusingly narrated by producers Street Remley and Bob Dennis. We see them at work with the client and with the actors as the recording session proceeds. The editing process is followed in detail along with the addition of sound effects and the final mix. At each step along the way, aesthetic considerations are balanced against the needs of the client.

43 min. F733 . . \$149.00 F733DVD . . \$149.00

The Art Of Radio Advertising

Two of America's most successful radio commercial producers, Bert Berdis and Alan Bartzman, discuss their approach to concept and development, copyrighting and directing for radio ads.

In the trademark style of "Bert and Bars," the radio audience is not aggressively pitched at, but rather made privy to private, sometimes whispered conversations. In this program they emphasize selling through humor and describe their team approach to the creative process.

20 min. F734 . . \$119.00 F734DVD . . \$119.00

The Radio Interview

Mike Broadhurst interviews a number of top interviewers, including at one point, himself. The basic technical requirements of the audio interview are covered, with a strong emphasis on content and interaction, how to prepare your questions, how to get the subject to relax, how to deal with subjects who take over the interview, or respond in monosyllables, or evade your questions altogether.

The participants in this program act out many of these problem situations (often with humorous effect) as they discuss effective strategies for handling them.

20 min. F771 . . \$149.00 F771DVD . . \$149.00

Radio News

Five seasoned journalists present an in-depth view of radio news at work. Topics include news sources, item selection and scripting, preparation for broadcast, presentation skills, telephone interviews, field reports and more. Procedures for cueing, labeling, cleaning and machine care are emphasized. A must for station volunteers and trainees, whether at the college or professional level.

38 min. F774 . . \$149.00 F774DVD . . \$149.00

Radio Talkback

This program explores a wide range of styles and approaches for the live call-in show. A special instructional segment examines phone operation, delay systems and call dumping.

35 min. F773 . . \$149.00 F773DVD . . \$149.00

Editing

A straightforward presentation of the two basic audiotape editing techniques: splice editing and dub editing. Graphics and overlays make the procedures clear and examples of music and voice edits are performed.

16 min. F770 . . \$119.00 F770DVD . . \$119.00

Radio Drama

Shaun McLaughlin, director of over 200 BBC radio plays, leads a master class at the Australian Radio, Film and Television School in the rehearsal and production of a short radio drama. Part I features the rehearsal and recording process with emphasis on creating the precise sonic environment and ambience for each scene. Part II covers the finished scene and Part III shows the cast at work and how each ambience and effect is achieved.

55 min. F732 . . \$149.00 F732DVD . . \$149.00

The Radio Studio

This program introduces the radio novice to the operation of the hardware of the radio studio environment: console, microphones, telephone talkback, turntables, CD players, cart players, tape recorders, cassette decks, DAT recorders and more. It includes procedures for cueing, labeling and cleaning machines.

A must for station volunteers & trainees, whether at the college or professional level.

32 min. F993 . . \$89.00 F993DVD . . \$89.00

Radio Writing

The specifics of writing for news and current affairs, commercial copyrighting and radio comedy writing are covered in detail. These three distinct writing skills are examined, together with the crafts required for each. Specialists in each area lay out the basic requirements and share tricks of the trade.

47 min. F775 . . \$149.00 F775DVD . . \$149.00

Radio Drama For The Classroom

A two CD set. The first has a teachers guide with instructions, lesson plans and scripts. The second CD is an audio CD with music and sound effects to help produce the scripts. Includes music riffs and sound effects for the 21 radio drama scripts.

F309CD \$39.00

ACTING & DIRECTING

Acting In Restoration Comedy

"Callow directs a workshop of young actors & subjects them to his own rigorous & scrupulous appraisal."

- Radio Times, London

Callow, one of Britain's foremost actors, shows the way to attain clarity and hilarity in some of the most delightful roles ever conceived for the theater. With the text as his inspiration, he shapes an actor's sensibility, coaching a performance that will show full knowledge of the age. A 60-minute workshop directed by Simon Callow, using scenes from The Relapse by Sir John Vanbrugh.

60 min. F3035 \$59.95

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Acting In Tragedy By Brian Cox

"...in the end, it is we actors who are on the spot... Scenes that start rehearsal as straight forward Shakespeare babble, assume dramatic shape." - The Times, London

60 min. F3114 \$59.95

Acting In Shakespearean Comedy By Janet Suzman

"Totally and incisively in charge, her unscripted preamble is a dramatic lesson in itself; with all the right places to create a dramatic effect you can cut with a knife. Her dissertation on the difference between tragedy and comedy is masterly." - The London Sunday Times

60 min. F3115 \$59.95

Acting In High Comedy By Maria Altken

"A lively session on high comedy, with examples from Coward, Wilde, Sheridan & Cosgrave." - The London Sunday Times

60 min. F3116 \$59.95