

# AUDIO

## Public Announcement Overview

**GOAL:** Create an audio file to represent information for a radio broadcast.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Import sound files. D2	1.4, 1.8	Create an audio file as a public service announcement for radio broadcast on copyright laws (e.g., newsworthy item—copyright laws, product advertisement, and/or program event announcement). Research copyright laws to gather information for the informational announcement. The audio will be from live feed and captured sources from a variety of resources. Edit sound files as needed for the final product, which is to be a sound file copied to a medium such as zip, CD, or hard drive.	Use the <i>Audio Announcement</i> assessment to evaluate the audio file for a written narration plan and accuracy of its content, quality of voice captured using a microphone, background music, noise elimination, adjustments of audio inputs, and file management.
Create audio files (MIDI). D3	1.4, 1.8		
Access and capture recorded and live audio from a variety of sources (e.g., laser disk, CD-ROM, video, microphone). D4	1.4, 1.8		
Edit sound files. D5	1.4, 1.8, 2.2		
Proofread and correct multimedia documents. A14	CA1, 2.2		
Manage files. A7	1.4, 2.7		

Activity originally developed by Jeff Cochran, Columbia Career Center; adapted and used with his permission.

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## Public Announcement

### Teaching Points

#### Overview

Radio broadcasts of public service announcements, news items, product advertisements, and program or event announcements are types of audio communications. Copyright laws impact many areas when reproducing information, i.e., audio, video, text, and art. This assignment allows students to research copyright laws and create an audio file to be used as a radio announcement that informs the audience (students and teachers) of copyright laws that impact copying/reproducing various forms of information. In addition, good audio skills are used in video and electronic presentations.

#### Content Review

Review and/or demonstrate the following as needed:

1. Ripping an audio file from a CD
2. Converting an audio file from one file type to another file type
3. Recording audio/voice files with a microphone
4. Combining audio files and adjusting the track levels (including fade effects)
5. Obtaining information from the Internet on copyright FAQ's, do's and don'ts, etc.
6. Terms such as: WAV, MP3, MIDI, CDA, digital vs. analog

#### Activity Preparation

Listen to examples of former student announcements and make note of criteria that will be used for evaluation of assignment.

Demonstrate using the software programs to rip/copy, convert, and record with a microphone and to adjust track levels in audio software.

Discuss terms associated with audio production.

Discuss planning and narration of an audio production.

Review and/or demonstrate using the Internet to conduct research.

Discuss copyrights and copy wrongs.

#### Resources

##### **Supplies and materials needed for the activity:**

Computer with microphone and CD drive

Audio software with ripping/copying, converting, and fading capabilities. Possibilities include:

- Microsoft Windows comes with Media Player and Sound Recorder; Free version of Musicmatch will also do a few things.
- Roxio 5: SoundStream can rip and convert; Sound Editor can record from microphone (or anything else), add simple effects, combine multiple audio clips, and delete part of audio clips. “Creator” can rip.
- Roxio 6: Audio Central can rip and convert; Sound Editor can record from microphone (or anything else), add simple effects, combine multiple audio clips, and delete part of audio clips. “Creator” can rip.
- Audacity: Can record from microphone (or anything else), add simple effects, combine multiple audio clips, and delete part of audio clips. This review is based on limited use of the program.
- Adobe Premiere: Can convert files, add simple effects, combine multiple audio clips, and delete part of audio clips. Premiere is a good place to create fades (fade in or out).
- Adobe Audition: Will do it all.
- Cool Edit: Will do it all.
- Windows Media Player: Will rip as WMA files only.

Teachers are encouraged to pick and choose parts of the assignment they would want their students to complete after reading what the programs can do and knowing what programs are available.

Stock audio would be beneficial. (Digital Juice’s “BackTraxx” is recommended.)

- a. Stock audio/image/video is royalty-free media that has been purchased and is free to use in projects.
- b. Always read users’ agreements carefully.

**Web sites (and/or keywords to use for search):**

Some copyright Web sites:

<http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm#test>

Fair use of copyrighted materials

<http://www.mediafestival.org/downloads.html>

Copyright quizzes, articles, handouts, and charts provided by Hall Davidson

<http://www.benedict.com/>

Copyright Web site on court cases

[http://www.cyberbee.com/cb\\_copyright.htm](http://www.cyberbee.com/cb_copyright.htm)

Copyright with Cyberbee—an interactive quiz site with answers

Some audio Web sites:

<http://www.lsc.cc.mn.us/admin/tech/mnsat.htm>

Creating an audio file

[http://www.ccd.bnl.gov/visualization/docs/guides/audio\\_video.html](http://www.ccd.bnl.gov/visualization/docs/guides/audio_video.html)

Adding audio to video files

<http://www.tcaps.com/ht/audio/default.htm>

Information on “how to” for audio files

[http://hotwired.lycos.com/webmonkey/multimedia/audio\\_mp3/](http://hotwired.lycos.com/webmonkey/multimedia/audio_mp3/)

Webmonkey Web site

**Key words:** *audio, audio primer, audio FAQ’s, free audio conversion, convert audio files, free audio editing, Digital Juice BackTraxx, copyright FAQ’s, do’s and don’ts*

**Books, articles, and other resources:**

Brown, T. (2004). *Cubase SX for Macintosh and Windows: Visual quickstart guide*. Berkeley, CA: Peachpit Press (Pearson Education).

Lich, B. (2003). *DVD burning solutions*. Boston, MA: Thomson Course Technology.

Middleton, C. (2003). *Complete guide to digital audio*. Boston, MA: Thomson Course Technology.

Roback, S. (2004). *Pro Tools 6 for Macintosh and Windows: Visual quickstart guide*. Berkeley, CA: Peachpit Press (Pearson Education).

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## Public Announcement Assignment

### Activity Preparation and Assignment

In this project you will create a 15-second public service announcement about copyright laws (or several variations of 5-second increments that equal 15-seconds). The goal of the announcement is to inform the public about frequently misinterpreted copyright laws. The audience is students and teachers. Remember to create a project folder for your files.

1. After reviewing facts about copyright laws, write down at least one but not more than three statements about copyright laws that you think might be eye-opening to your peers or teachers. Create a written narration to accompany the facts. Submit the facts obtained and the written planned narration with scoring sheet.
2. Using a microphone, record your statement(s). Be clear & concise. Talk at the correct speed to hit your target time length for the announcement. Save the audio file in your project folder.
3. Decide an appropriate audio track for background music. Rip the audio track from the stock audio CD to your project folder.
4. Import audio files into audio editing software. Adjust the duration (length) of the background music as needed.
5. Lower the level of the background music and adjust the ending level so the music fades in and out as appropriate.
6. Export/copy the final combined file to your project folder. Print a copy of the folder and submit as part of the assignment.

### Resources

#### **Web sites (and/or keywords to use for search):**

<http://www.mediafestival.org/downloads.html>

Copyright quizzes, articles, etc. provided by Hall Davidson

[http://www.cyberbee.com/cb\\_copyright.htm](http://www.cyberbee.com/cb_copyright.htm)

An interactive quiz with answers

<http://www.benedict.com>

Includes copyright information and court cases

[http://hotwired.lycos.com/webmonkey/multimedia/audio\\_mp3/](http://hotwired.lycos.com/webmonkey/multimedia/audio_mp3/)  
Webmonkey Web site

**Key words:** Use Web sites for copyright information to obtain research data and audio production Web sites for assistance with recording audio files. Some words to key in the search box for copyright are: *copyright, TEACH Act*. Some words for audio production are *audio, audio primer, audio FAQ's, free audio conversion, convert audio files, free audio editing, and Digital Juice BackTraxx*.

## AUDIO

### Public Announcement Assessment

	Evaluate/assess the quality and quantity of each criterion. Indicate points on the continuum of 0-5 5=high/good and 1=low/needs improvement (0=missing).					
Criteria	5	4	3	2	1	0
<b>Narration (5)</b> Planned and written						
<b>Narration (5)</b> Content accurate Copies of research included						
<b>Voice (5)</b> Captured with microphone						
<b>Background Music (5)</b> From CD						
<b>Audio Files (5)</b> Imported						
<b>Audio Levels (5)</b> Adjustments						
<b>Background (5)</b> Audio fade ins and fade outs						
<b>File Management (5)</b> Copy of folder submitted						
<b>Subtotal</b>						
				<b>Total Points =</b>		