



Creating A Jingle, Sweeper Or Promo

1. Decide what type of jingle you want to create:
 - a. Standard Jingle – Mixture of voice and music / FX.
 - b. Sweeper – Dry voice jingle that can be mixed with music by DJ.
 - c. Promo – Longer jingle promoting a show or event.
2. Write a script including production notes for voice artist and audio producer:
 - a. Consider what message you want to convey.
 - b. How will you get that message across, should it be funny, serious etc.
 - c. Think about the length, jingles and sweepers should only be a few seconds long, promos may be longer but 30 seconds should be your limit.
 - d. Review your script and if possible, run it by someone else. Does it put across the message you want.
3. Work out what elements you will need:
 - a. Will you need any music or sound FX, where can you get them?
 - b. What type of voices will you need and who can you use to provide them.
 - c. Make sure you have all the elements that you need prior to the recording session.
4. Record your jingle, sweeper or promo:
 - a. Run through the script with the voice artists prior to recording, make sure they are happy with pronunciation and understand the message you are trying to convey.
 - b. Be prepared to change the script a bit if the voice artist struggles with any element or words.
 - c. Record several versions of the script even if you are happy with the first run through.
 - d. Review the recordings and make sure you are happy. It is easier to re-record at this stage than later.
5. Production:
 - a. Gather together all the elements for your jingle ready for mixing together.
 - b. Always keep raw copies of each element so you are always working on a 'copy' versions of the original recording.
 - c. Combine the elements into your final jingle, sweeper or promo.
 - d. Don't be afraid to make several versions of the same jingle.
6. Review your final creation:
 - a. Before you put it 'on air' it is a good idea to review your piece to make sure that it puts across the message you want in a clear, non-offensive manner that fits in with your station sound.

Creating jingles is a creative art so there really is no right or wrong way to go about it. Creativity is more important than technical skill although a combination of both is desirable.

Example Show Structure (called a Clock in the radio industry)

There is no such thing as a correct structure for a radio show but there are some conventions that are often followed on a typical radio show.

The 'Clock' structure below outlines a typical School Radio program although the exact order and contents must be decided by you.

Typical School Radio Show Structure (Clock)

1. Jingle – Station Ident (needed to announce the station – legal requirement on some FM stations)
2. Introduction – Let the listener know what to expect from your show.
3. Jingle – Show Promo – Specific jingle for the current presenter or show.
4. Song
5. Song – A lot of presenters like to start the show with back to back music as it provides time to sort out any last minutes details.
6. Presenter Link
7. Jingle
8. Song
9. Presenter link to introduce the next element
10. Interview or pre-recorded feature – could be anything from a joke to an interview with an MP.
11. Jingle – Station or show specific.
12. Song
13. Song
14. Presenter link
15. Jingle
16. Song
17. Song
18. Jingle
19. Presenter sing off link

This Clock should run to around 30 minutes depending on the length of the pre-recorded element.

You may wish to include additional pre-recorded elements or even live interviews, that is fine but keep in mind that you may need to remove some songs to keep the overall show length about the same.