

# James E. Hatchett, Jr.

Audio Production

*Public Service Announcement*

## **Expensive Night**

**Recorded on August 3, 2017  
Vocal Engineering Requirement**

**Vocal Talent**

**John Townsend**

*Narrator*

**Colten Marsh**

*Male*

**Music**

**J\*Midd - "Shooting Star"**

**Composed by Aaron Luster (ASCAP), Anthony Arisi  
(ASCAP), Joey Cassanova (SESAC), Patrick Avard**

**From the album "My Level EDM"**

**Published by ZFC Music (SESAC)**

**Audio Production**

**James Hatchett**

*Recording/Mixing Engineer/Producer*

James Hatchett  
Senior Project 2  
7/19/17

## **Proposal for the quarter**

### **PSA**

#### *“Expensive Night”*

There was a lot of thought that went into choosing the right public service announcement to record. I wanted to pick something that is relatable to people inside my age group. I had to consider a PSA that will intrigue the listener within the first few seconds. I went through a lot of them on a website, [www.psacentral.org](http://www.psacentral.org). This was a great site with a lot of different kinds of approaches promoting all sorts of really great causes. I really enjoyed listening to them because they influenced my decision of the approach I wanted to use.

I ultimately chose to use the PSA entitled “Expensive Night”. This is campaign against buzzed driving. It has a humorous tone and real world situations that the listener can relate to. It tells a very vivid story about a guy who gets pulled over for drunk driving, even though he’s only buzzed. It starts off with a male going on a “guys night out” with his friends. The male is having a great time with his friends buying pitchers of beer, playing pool, taking photos and having dinner. All the while, he’s spending more and more money to do so. By the end of the night, he makes his way back to his car and he is ultimately pulled over and arrested for driving while intoxicated. The end result being that he is now faced with all kinds of fines, legal fees, court costs, warrants, as well as other unnecessary payments. His night of fun has become the most “expensive night” of his life.

The main attraction will be in the design of the sound effects. I want to create the same atmosphere in order to better engage the listener. It has a lighthearted, fun tone with a very serious message. The PSA, which is directed towards men between the ages of 21 and 35, inspire young men to examine their behavior and take responsibility for their own decision to get behind the wheel after having a few drinks.

My plan is to have an adult male, preferably within the target audience (21-35) to deliver the voiceover throughout. I have to find someone with a believable, but informative tone to narrate the story. I would need someone who is mature with a professional voice to give the overall message. I could also use an additional voice to do background vocals to actually act as the male lead. After I have selected my voiceover artist, I will need to use the main studio to record them reading the script I will have already prepared, plus all the normal studio documentation. (i.e., studio setup, production notes, patch bay, etc.) When all is said & done, I plan to use this piece on my professional website.

**Title: "Expensive Night" (Buzzed Driving Prevention)**      Release Date: 01-30-2013

SFX	DIALOGUE
<p>(0:00-0:05)</p> <p>random dance music playing in the background; crowd of people inside a bar; bottles clinking throughout</p>	<p><b><u>NARRATOR:</u></b></p> <p>"It's Thursday night, and you're grabbing some drinks with some friends. Started off with a pitcher for the table" (<i>ka-ching</i>)</p>
<p>(0:06-0:07)</p> <p>(<i>ka-ching</i>)</p>	<p><b><u>NARRATOR:</u></b></p> <p>"... Which quickly becomes two..."</p>
<p>(0:07-0:10)</p> <p>smack of billiard balls; small crowd celebrates; (<i>ka-ching</i>)</p>	<p><b><u>NARRATOR:</u></b></p> <p>"There's pool..."</p>
<p>(0:11-0:16)</p> <p>small crowd gathers; camera flashing; (small camera, photo booth); (<i>ka-ching</i>)</p>	<p><b><u>NARRATOR:</u></b></p> <p>"Then there's the photo booth..."</p> <p><b><u>MALE:</u></b></p> <p>"Alright, everyone squeeze in! Say cheese!"</p>
<p>(0:17-0:23)</p> <p>music still playing; crowd ambience throughout; (<i>ka-ching</i>); (<i>ka-ching</i>)</p>	<p><b><u>NARRATOR:</u></b></p> <p>"Followed naturally by an order of wings... and another..."</p> <p><b><u>MALE:</u></b></p> <p>"Hey, can we get some extra ranch sauce?"</p>
<p>(0:24-0:27)</p> <p>music still playing; crowd ambience throughout; (<i>ka-ching</i>)</p>	<p><b><u>NARRATOR:</u></b></p> <p>"Then there's the ceremonial nightcap..."</p>

	<p><b><u>MALE:</u></b></p> <p>"Cheers, guys!"</p>
<p>(0:28-0:41)</p> <p>music abruptly stops; replaced with walkie-talkie garble from a police radio; jail bars closing; judge saying "order in the court"; (<b>ka-ching</b>) x6</p>	<p><b><u>NARRATOR:</u></b></p> <p>"And lastly, it's back to the car, which if you're buzzed..... could be the most expensive night of your life."</p>
<p>(0:42-1:00)</p> <p>cars driving by; traffic noises</p>	<p><b><u>NARRATOR:</u></b></p> <p>"Nothing kills a buzz like getting pulled over for buzzed driving. Because buzzed driving is drunk driving. Brought to you by the National Highway Traffic Safety Administration and The Ad Council."</p>







Fill out patch bay assignments (Use the Patch Bay Picture to aid)

Patch Cable assignment		Output side of cable		Input side of cable	
Patch cable	Instrument/ Microphone	Patch Bay Label 1	Patch bay Output Jack	Patch Bay Label 2	Patch bay Input Jack
1	VOX (NARRATOR)	AV PANEL 3	MIC 33	CHANNEL INPUT	INPUT 1
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

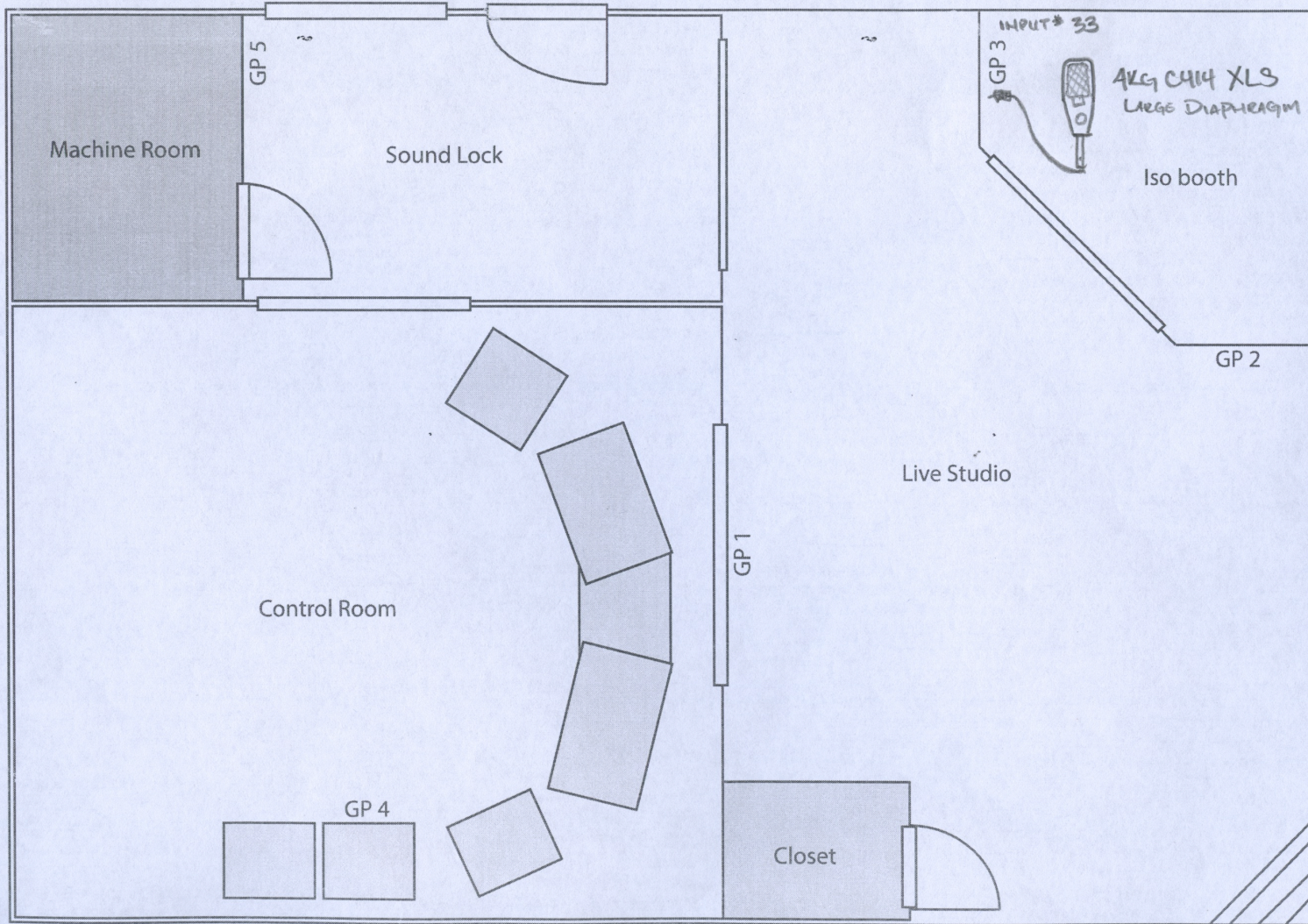


Title: "EXPENSIVE NIGHT"

Date: 6/3/17 Time: 5:00 PM

Project: PSA

Staff: JAMES HATCHETT









PST

Guest in-studio experience evaluation form

The Music Recording Studio

Producer Name: James Hutchiff  
Talent: John Townsend  
Department: Audio Production  
Instructor: Dr. Holmes  
Date: 8/3/17  
dholmes@aii.edu

Guest Evaluation

	Poor	Fair	Average	Good	Excellent
<b>Effort of students and student production team -</b> Did the student's focus attention to detail and client needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Comments:</i>					
<b>Preparedness of students and production team -</b> Were the students prepared for your studio session?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Comments:</i>					
<b>Professionalism of student production team -</b> How professional was the team and studio experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Comments:</i>					
<b>Studio knowledge of students -</b> Are students knowledgeable and flexible with studio skills?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Comments:</i>					
<b>Efficient use of studio time -</b> Were you able to get as much done as you expected?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Comments:</i>					
<b>Quality of studio service -</b> Do you feel the service was valuable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Comments:</i>					
<b>Communication of production team -</b> Did the students communicate in a clear and concise manor?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Comments:</i>					
<b>Cleanliness of studio and studio space -</b> Was the facility clean and presentable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Comments:</i>					
<b>Overall studio experience -</b> How would you rate your overall studio experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Comments:</i>					
<b>Student production value -</b> Would you consider returning to work with another student run production in the future?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Comments:</i>					

Additional Comments: (please feel free to leave your contact information)

James was very polite & professional.

Instructor comments:

Date:







INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E		INSERTS A-E																					
EQ3 1-Band		EQ3 1-Band		EQ3 1-Band		EQ3 1-Band		EQ3 1-Band		EQ3 1-Band		EQ3 1-Band		D-Verb				Multi-Delay		EQ3 1-Band																							
D3 CL																																											
EQ3 1-Band																																											
SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E		SENDS A-E																					
I/O		I/O		I/O		I/O		I/O		I/O		I/O		I/O		I/O		I/O		I/O		I/O																					
no input	no input	no input	no input	BltnMcrph12	BltnMcrph12	A 3-5	A 3-5	no input	no input	A 1-2	A 1-2	A 1-2	A 1-2	no input	no input	no input	no input	BltnMcrph12	BltnMcrph12	BltnMcrph12	BltnMcrph12	no input	A 1																				
A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 1-2	A 3-4																				
AUTO		AUTO		AUTO		AUTO		AUTO		AUTO		AUTO		AUTO		AUTO		AUTO		AUTO		AUTO																					
auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read	auto read																				
no group		no group		no group		no group		no group		no group		no group		no group		no group		no group		no group		no group																					
pan > 0 <		pan > 0 <		<100 100 >		<100 100 >		<100 100 >		<100 100 >		<100 100 >		<100 100 >		<100 100 >		<100 100 >		pan > 0 <		pan > 0 <																					
I	S	I	S	I	S	I	S	I	S	I	S	I	S	I	S	I	S	I	S	I	S	I	S																				
M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M	M																				
12	0	12	0	12	0	12	0	12	0	12	0	12	0	12	0	12	0	12	0	12	0	12	0																				
5	10	5	10	5	10	5	10	5	10	5	10	5	10	5	10	5	10	5	10	5	10	5	10																				
10	15	10	15	10	15	10	15	10	15	10	15	10	15	10	15	10	15	10	15	10	15	10	15																				
15	20	15	20	15	20	15	20	15	20	15	20	15	20	15	20	15	20	15	20	15	20	15	20																				
20	25	20	25	20	25	20	25	20	25	20	25	20	25	20	25	20	25	20	25	20	25	20	25																				
25	30	25	30	25	30	25	30	25	30	25	30	25	30	25	30	25	30	25	30	25	30	25	30																				
30	35	30	35	30	35	30	35	30	35	30	35	30	35	30	35	30	35	30	35	30	35	30	35																				
35	40	35	40	35	40	35	40	35	40	35	40	35	40	35	40	35	40	35	40	35	40	35	40																				
40	45	40	45	40	45	40	45	40	45	40	45	40	45	40	45	40	45	40	45	40	45	40	45																				
45	50	45	50	45	50	45	50	45	50	45	50	45	50	45	50	45	50	45	50	45	50	45	50																				
50	55	50	55	50	55	50	55	50	55	50	55	50	55	50	55	50	55	50	55	50	55	50	55																				
55	60	55	60	55	60	55	60	55	60	55	60	55	60	55	60	55	60	55	60	55	60	55	60																				
60	65	60	65	60	65	60	65	60	65	60	65	60	65	60	65	60	65	60	65	60	65	60	65																				
65	70	65	70	65	70	65	70	65	70	65	70	65	70	65	70	65	70	65	70	65	70	65	70																				
70	75	70	75	70	75	70	75	70	75	70	75	70	75	70	75	70	75	70	75	70	75	70	75																				
75	80	75	80	75	80	75	80	75	80	75	80	75	80	75	80	75	80	75	80	75	80	75	80	75	80																		
80	85	80	85	80	85	80	85	80	85	80	85	80	85	80	85	80	85	80	85	80	85	80	85	80	85																		
85	90	85	90	85	90	85	90	85	90	85	90	85	90	85	90	85	90	85	90	85	90	85	90	85	90																		
90	95	90	95	90	95	90	95	90	95	90	95	90	95	90	95	90	95	90	95	90	95	90	95	90	95																		
95	100	95	100	95	100	95	100	95	100	95	100	95	100	95	100	95	100	95	100	95	100	95	100	95	100																		
-0.1	2.0	0.0	-2.2	0.0	-13.3	0.0	-18.1	-11.5	-17.8	-29.2	-0.1	0.0	-4.0	0.0	-6.3	0.0	-8.5	0.0	-7.0	0.0	-9.9	0.0	-17.3	0.0	-7.9	+0.6	-18.1	0.0	-21.1	0.0	-2.8	0.0	-7.4	0.0	-15.3	-37.3	-3.5	0.0	-1.0	0.0	3.5	+0.4	-2.5
dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn	dyn																				
narrator	maleBGvox	cheers!!	nice shot	crowd	BG music	police	Jail Door	cars	order!!	awesome	steps	keys	gavel	woop woop	cuffs	glsscinkng	ignition	ka ching.R	pool	camera	Master 1																						
John Townsend	Colten Marsh	Colten Marsh	Colten Marsh		"Shooting Star" by J*Mid (firstcom)																																						

Timeline controls:

- Pre-roll: 0:00.000
- Post-roll: 0:00.000
- Fade-in: 0:00.250
- Start: 0:00.000
- End: 0:00.000
- Length: 0:00.000