

AUDIO	VIDEO
<p>NARRATOR (VO): THE LIFECYCLE OF A RADIO SPOT BEGINS WITH A RELATIONSHIP.</p> <p>NANCY: WE CALL THAT THE SALES CYCLE AND SELLING IS THE SAME WHETHER YOU'RE SELLING RADIO COMMERCIALS OR MAGAZINES, ANYTHING.</p> <p>(VO) IS THAT THE FIRST THING IS PROSPECTING, AND THEN YOU MAKE YOUR FIRST CONTACT,</p> <p>AND MEET THE OWNER, TALK TO THEM ABOUT WHAT THEIR NEEDS ARE. WHAT WE CALL A CL..</p> <p>(VO) CLIENT NEEDS ANALYSIS. AND THEN PUT TOGETHER A PROPOSAL INCLUDING COMMERCIALS, AND OR MAYBE SOME KIND OF SPECIAL PROMOTION WE HAVE GOING ON. SOMETIMES IF SOMEONE'S RELUCTANT, YOU GO AHEAD AND DO WHAT WE CALL A "SPEC SPOT," OR A SAMPLE COMMERCIAL</p> <p>(VO) BECAUSE THEY CAN'T UNDERSTAND HOW IT'S GOING TO SOUND, HOW THEIR NAME IS GONNA SOUND ON AIR.</p> <p>YOU KNOW, SO THERE'S MANY, MANY STEPS AND MANY TIMES YOU HAVE TO</p> <p>(VO) BACK UP AND TRY SOMETHING DIFFERENT (CHUCKLES). YOU HAVE TO GO BACK FOUR TO FIVE, SIX, SEVEN, EIGHT TIMES.</p> <p>SO AND THEN YOU HAVE EM SIGN THE LINE AND YOU START PRODUCTION ON A COMMERCIAL.</p> <p>NARRATOR (VO): BEFORE MOVING ON TO THE PRODUCTION PHASE, A SCHEDULE FOR SPOTS IS AGREED ON. THE SCHEDULE IS DIVIDED INTO DAYPARTS, WHICH THEN GOES THROUGH THE TRAFFIC MANAGER, WHO TAKES CARE OF THE SCHEDULING AND OF THE ACCOUNTS RECEIVABLE.</p>	<p>Zoom radio</p> <p>Cut to MS Nancy CROSS</p> <p>2-Shot Terri and Nancy</p> <p>Cut back to MS Nancy CROSS</p> <p>MS Peti</p> <p>Cut back to MS Nancy CROSS</p> <p>MS Kat Script writing</p> <p>Cut back to MS Nancy CROSS</p> <p>ZOOM Terri desk</p> <p>Cut back to MS Nancy CROSS</p> <p>MS Peti working</p>

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<p>VICTOR: AND THEN, IT GETS TO ME. AND FROM THERE, I'M GIVEN EITHER COPY POINTS, LITTLE BIT OF INFO AND FROM THERE I ACTUALLY PUT TOGETHER A THIRTY, A FIFTEEN, SIXTY SECOND SPOT. AND THEN FROM THERE, UM, I GET IT APPROVED AND MAKE SURE THAT IT IS OKAY WITH THE CLIENT, MAKE SURE THEY'RE FINE WITH THIS SCRIPT THEN WE MOVE (VO) FORWARD TO PRODUCTION.</p> <p>NARRATOR (VO): VICTOR IS NOT THE ONLY EMPLOYEE TO WRITE COPY. SOMETIMES, THE TASK IS GIVEN TO A SALESPERSON.</p> <p>PETI: YOU CAN PAY BY CREDIT CARD OR YOU CAN PAY BY CASH. WE DO NOT ACCEPT CHECKS, UNLESS WE CLEAR YOUR CHECK FOURTEEN DAYS OUT.</p> <p>TERRY: IN MY YOUNGER DAYS, I ENJOYED WRITING COPY, AND I DON'T AS MUCH AS I USED TO BUT IF IT'S A CLIENT THAT YOU CAN RELATE TO THEIR BUSINESS, IT'S EASIER. YOU KNOW, I COULDN'T WRITE AN AUTO PARTS COMMERCIAL, BUT YOU KNOW, IF IT WERE A SALON MAYBE I COULD, YOU KNOW, OR A SPA OR SOMETHING LIKE THAT. BUT THERE ARE THOSE OF US THAT, LIKE KURT WRITES ALL OF HIS, ALEXIS WRITES ALL OF HERS, I THINK, OR MOSTLY, I WRITE A LOT OF MINE, BUT THEN I ALSO TURN IT OVER TO PRODUCTION AND SAY "IF YOU CAN FINE TUNE THIS, PLEASE DO, BECAUSE YOU'RE THE EXPERT."</p> <p>VICTOR: I'VE GOT A DOZEN VOICES HERE IN JACKSON, I'VE GOT VOICES THAT I USE IN BIRMINGHAM, ALABAMA, VOICES THAT I USE IN DOTHAN, ALABAMA, VOICES THAT I USE IN VICKSBURG, UM ALL TO MAKE SURE THAT WE ALL HAVE A GOOD MELTING POT OF TALENT.</p> <p>NARRATOR (VO); ONE TALENT VICTOR USES IS TRACI LEE FROM US 96.</p> <p>TRACI: THAT IS BROTHERS OSBOURN IN SHOOT ME STRAIGHT ON YOUR COUNTRY US 96, AND NOW A BAND THAT'S NAMED AFTER MY FINANCIAL SITUATION, LOWCASH.</p>	<p>CU Victor CROSS</p> <p>ZOOM OTS Peti writing script</p> <p>CU PROFILE Peti on phone</p> <p>MS Terri</p> <p>CU Victor CROSS</p> <p>ESTABLISHING SHOT—recording light</p> <p>CU Traci PROFILE</p>

AUDIO	VIDEO
<p>NARRATOR (VO): VERY RARELY DOES THE TALENT GET IT RIGHT ON THEIR FIRST TRY.</p> <p>TRACI: LAAA.</p> <p>MISSISSIPPI COLLEGE OFFERS A WORLD-CLASS EDUCATION AT AN AFFORDABLE PRICE. WITH A FIFTEEN TO ONE STUDENT FAS...FACULTY TRACE.</p> <p>MISSISSIPPI COLLEGE OFFERS...WHOOPSIE (COUGHS) I SHOULD'NT HAVE EATEN BEFORE I DID THIS.</p> <p>MISSISSIPPI COLLEGE OFFERS A WORLD-CLASS EDUCATION AT AN AFFORDABLE PRICE. WITH A FIFTE...</p> <p>WHAT? I JUST HAD ONE. I'M GOOD. YEAH. THANK YOU. YEAH.</p> <p>NIKKI: SEE WHAT YOU THINK...'CUZ YOU'RE NOT DOING ANYTHING, OBVIOUSLY.</p> <p>TRACI: (LAUGHS) YOU'RE FINE.</p> <p>IT IS SERIOUSLY IS NEVER-ENDING INTERRUPTIONS WHEN YOU'RE TRYING TO DO SOMETHING.</p> <p>SCHEDULE A VISIT...WHAAAT?</p> <p>WE'RE GOOD, WE'RE GOOD. IT'S THE CHALLENGE TO ME WHEN THE SPOT IS LIKE 34 SECONDS TO TRY TO GET IT TO 28.</p> <p>LAA, LAA, LAA</p> <p>EAT CAKE BY THE OCEAN.</p> <p>WITH A FIFTEEN TO ONE STUDENT FACSH... I WENT TO MISSISSIPPI COLLEGE BY THE WAY.</p>	<p>MS Traci CROSS/PROFILE</p> <p>CU Traci PROFILE</p> <p>FADE</p> <p>CU Traci PROFILE</p> <p>OTS MS Traci</p> <p>CU Traci PROFILE</p> <p>OTS MS Traci</p> <p>CU Traci PROFILE</p> <p>CU Traci PROFILE PAN to Nikki</p> <p>CU Traci PROFILE</p> <p>OTS MS Traci</p> <p>CU Traci PROFILE</p> <p>FADE</p> <p>CU Traci PROFILE</p> <p>FADE</p> <p>CU Computer Screen</p> <p>PAN to CU Traci PROFILE</p>

AUDIO	VIDEO
<p>NARRATOR (VO): AFTER VOICING THE TRACK, THE TALENT WILL SOMETIMES GO ON TO PRODUCE THE SPOT BEFORE SENDING IT BACK TO THE PRODUCTION DIRECTOR.</p> <p>(RECORDING AFX)</p> <p>TRACI: SEE, I JUST DIDN'T LIKE THE WAY THAT SOUNDED RIGHT THERE.</p> <p>THAT'S BETTER. AND I KNOW THAT IT'S NOT SOMETHING PEOPLE ARE GONNA HEAR, BUT I HEAR IT, AND IF I HEAR IT AND IT DRIVES ME CRAZY, LIKE IF IT MAKES ME PAUSE, I'M GONNA GO BACK AND CHANGE IT.</p> <p>I NITPICK ALL MY SPOTS LIKE THIS. LIKE, YOU KNOW, IT SHOULDN'T TAKE THIS LONG TO DO IT BUT...</p> <p>(RECORDING AFX)</p> <p>I ALWAYS LIKE FOR MY LAST WORD TO JUST BE DRY GOIN INTO THE NEXT BECAUSE YOU NEVER KNOW WHAT THE MUSIC'S GONNA BE GOIN INTO THE NEXT SPOT AND THAT, THAT JUST GOES WITH TRYIN TO MAKE SURE THINGS FLOW AS SEAMLESSLY AS THEY CAN AND THERE'S NOT LIKE A TRAIN WRECK DEPENDING ON WHO, WHATEVER THE PRODUCER CHOSE FOR THE NEXT SONG.</p> <p>VICTOR: THAT'S MY JOB ONCE THAT SPOT IS PRODUCED, GET IT APPROVED, ADD IT ON THE AIR.</p> <p>TRACI (VO/AFX): ACCORDING TO BEST COLLEGES, THE NUMBER ONE COLLEGE IN MISSISSIPPI ISN'T STATE OR OL' MISS, BUT A CHRISTIAN UNIVERSITY LOCATED IN A SMALL TOWN ON THE OUTSKIRTS OF JACKSON. MISSISSIPPI COLLEGE OFFERS A WORLD-CLASS EDUCATION AT AN AFFORDABLE PRICE. WITH A FIFTEEN TO ONE STUDENT FACULTY RATIO, MC SEES ITS STUDENTS AS MORE THAN JUST A NUMBER. MISSISSIPPI COLLEGE OFFERS OVER EIGHTY UNDERGRADUATE MAJORS, MORE THAN FIFTEEN GRADUATE AREAS OF STUDY, A LAW SCHOOL AND THE STATE'S ONLY PHYSICIAN ASSISTANT PROGRAM. SCHEDULE A VISIT ONLINE OR BY CALLING 601.925.7726. MISSISSIPPI COLLEGE, A CHRISTIAN UNIVERSITY.</p>	<p>OTS Traci MS</p> <p>CU Traci angled to show her working on computer</p> <p>FADE; same camera angle</p> <p>FADE; same camera angle; PAN to computer</p> <p>ZOOM to computer</p> <p>CU Traci PROFILE</p> <p>CU Victor CROSS</p> <p>TILT radio tower</p> <p>CU—radio equipment—ZOOM OUT</p> <p>ZOOM IN—radio on desk</p> <p>CU car radio</p> <p>MS car radio</p> <p>CU cellphone</p>