

# MOMENTUM™

## Production Guide

### GETTING STARTED

"Momentum" is a very unique product. It can allow you to create extraordinary A/V presentations or it can find a happy home in any video production library. At the risk of sounding like a cliché, "the possibilities with "Momentum" are virtually limitless."

We have divided "Momentum" into 10 different sections that you will find highlighted in **Bold** on the accompanied pages. Tracks 1-20 are various "cheers"--a vocal group reciting various phrases without a melody. Think of them as "talk backs" or "punctuators". "Momentum" provides you with three styles of these cheers: "Chants", "Whispers" and "Shouts".

Chants are spoken with medium energy, but a lot of excitement. You will find single word chants as well as some very usable phrases. Whispers are exactly that: whispered words. They can be very effective in getting attention because of their quiet yet powerful delivery. And Shouts... well, they're shouts. Very high energy phrases that lend mega support to your copy points.

Tracks 21-30 feature Acapellas. These are a vocal group singing various phrases without any music accompaniment. They can be used as stand alone punctuation, or can be mixed with various music beds as described in the **APPLICATIONS** section of this manual.

With tracks 31-48, we give you some pre-produced tracks with the Acapellas mixed with Production Music Beds (tracks 49-54). These tracks range in length from :04 up to :60 to provide you with premixed production tools that are ready to use.

On tracks 49-54, you'll find the Production Music Beds. These can be used as simple production tracks, or can be mixed with the Acapellas to give you a completely new set of jingles for your needs. (See: **APPLICATIONS**)

"It's Christmas time in the city/town/burg/rural route." Tracks 55-88 give you a complete holiday package with breakouts of Holiday Acapellas (55-61), Holiday Music with Acapellas (62-76) and Holiday Music Beds (77-88) similar to the Momentum elements described above. We've even included holidays like Thanksgiving, Birthdays and Halloween.

Next, we take you down Specialty Lane with Transitions and Miscellaneous Music. (Tracks 89-93). These are random length work parts that are designed to give you special music for unusual applications.

Finally, we've included some super processed Sound Effects.

There's what you've got, now, let's put it to good use.



## APPLICATIONS

### Chants, Whispers and Shouts

As mentioned before, these are great as "talk backs". If you're producing an A/V show with a prerecorded narration, you can enhance the presentation by dropping these in as "answers" to the narrator's questions.

**ANNCR:** AND WHAT WILL THIS CHANGE IN CORPORATE STRATEGY HAVE ON THE MARKET?

**MOMENTUM:** "Maximum Impact!" (cut 5/index 1)

The same situation would apply for a live speaking presentation. By having your "answers" dubbed to a cassette or other handy delivery medium, a live address will have much more impact with the power of Momentum.

For video productions or commercial applications, these cuts can be used to reinforce copy points or to add an element of surprise to your production or spot.

**MOMENTUM:** "We've Got News For You!" (cut 9/index 2)

**ANNCR:** AMALGAMATED FUZZ NOW OFFERS A COMPLETE PROGRAM TO RE-CYCLE YOUR UNWANTED DRYER LINT AND TURN IT INTO INSTANT CASH.

### Using the Chants, Whispers and Shouts with the Other Elements

If you really want to impress your clients, here are a few ways to dazzle and amaze.

1. Take a track from 31-48, (Production Music Beds with Acapella Endings), add your announcer leaving :02-:03 seconds at the end before the vocal, then drop in a Chant, Whisper or Shout from tracks 1-20 after the announcer but before the closing vocal. Voila! You've got Momentum!
2. Or take a cut like "What About Inflation?" (6/index 5) or "Volume Discount" (10/index 2) or "More Profits" (cut 17) and combine it with "Cash Register Effected" (cut 94). Suddenly you have a powerful statement that is reinforced with an effect.
3. How about quick spec presentations? Maybe there's a big account you've bid on year after year but couldn't get the job. Why not spend a couple of hours in the editing suite and put your best work together with some hot graphics? Lines like "We Work For You Business" (6 / index 3) or "Teamwork That Works" (2/index 2) can add a powerful message to your demo presentation.
4. If you're an in-house corporate video facility, have some fun! Take a Whisper like "We've Got News For You" (9/index2) edit it to "Wacky News Bed". You now have a cute little stager for in-house bulletins.
5. Or for a real morale booster, why not take the "The Birthday Song" music track (87) and overlay "Here's the Prez" (4/index4). Have your company President wish the employee(s) having birthdays that day a "The Birthday Song". Could be a nice touch and a real employee morale booster.



## APPLICATIONS

### Using the Acapellas and Production Music Beds

Here's where you can take full advantage of "Momentum". Looking at your track guide, direct your attention to Production Acapellas, tracks 21-30. On Track 21, Index 1, you will notice a sub heading in parenthesis, (works with trk 50, index 0). What this means, (and with all similar notated sub head acapellas) is that you can combine the acapella "We've Got The Spirit" with music track 50, "Corporate Contribution".

This will give you a brand new jingle with a completely new message! You may develop your own methods of combining these tracks, but our suggestion is to first listen to the sample Production Music Bed with Acapella Ending. A quick scan through tracks 31-48 will get you the versions we put together.

Fast forward to the end of the cut and listen to where the vocal ends on the track. You will want your new mixed version to end at the same place.

Dub the music track (in this case track 50) over to a multitrack, cassette, reel, VTR, etc. Then cue up track 21/Index1, on your CD player. If you're working with a multitrack or a sel-sync two track (this will yield a mono finished track), start you CD player at the appropriate time and you've got a new jingle. VERY IMPORTANT: You will probably have to rehearse the "drop-in" a few times. Even us guys that have been working with "Momentum" for a while, generally rehearse or flub a few takes.

And with that in mind, for those of you using a cassette, reel, VTR or whatever, be prepared to attempt the "mix" a few times. It can be frustrating at first, but you will soon get the hang of it.

### High Tech Way of Doing It

Although we can't yet encode a CD with SMPTE, many of you can dub a music track over to a reel with center stripe SMPTE or to a VTR with SMPTE. By laying over the music track to a VTR with SMPTE, you can use your editor to establish exactly where the acapella will go.

Then, using a second VTR or reel w/SMPTE, you can figure the offset and let the computer put it together for you. Or if you have a sampler with SMPTE triggering capabilities, you can sample the vocal and tell the sampler (or sequencer) when to play.

Whether you're blessed with the latest high tech gear, or working with bare bones equipment, you will be able to create your own jingles using Momentum's vast array of musical tools.

### Using Holiday Acapellas and Holiday Music Beds

Ho, Ho, Ho! We know that finding good Holiday music is tough so we've included some Holiday Acapellas, Holiday Music Beds with Acapella Endings, and of course, Holiday Music Beds.

With the Holiday Acapellas, you can add sparkle to your videos by using a simple line like "Happy Holidays" (track 58/index 4,5,6, or7) and generating a nice graphic or animation.

But we think the creme de le creme are the Holiday Music Beds with Acapella Endings. These range in length from :14 to :60 and feature a variety of tempos and styles.



## APPLICATIONS

If you're doing in-house corporate production, you can integrate Holiday greetings from Thanksgiving thru New Years with the Holiday Beds with Acapellas.

For an A/V show, we give you a variety of cuts based on "The Twelve Days of Christmas". You can open your show with our "Christmas Is For Children" song (cut 75) then cut to Holiday Music Bed, track 79. After this Intro, you can edit to cuts 73 or 74 for an extended music track that features "The Twelve Days of Christmas" with "We've Got The Spirit" sung at the end. You can then cut back to either Music Beds 77 or 79/Index 2 to extend the presentation as you see fit and wrap it up with cut 74, "We've Got The Spirit".

For commercial and video applications, these cuts work great as tags to spots and bumpers. If you're doing commercial work, you can split your :30 spot into a :16/:14 with the first part being the "Christmas Specials" and the second part being a Holiday Greeting. Your clients will love having the added impact of vocals on their spots.

For a video presentation, say an employee orientation tape, you can use the Holiday Music Beds With Acapellas, to set a mood for the Holiday policies of the company. Or the longer tracks can be used for fun raising videos for Christmas related charities.

**AND DON'T OVERLOOK** the other Holiday elements in "Momentum". You get "The Birthday Song", "Graduation March" (graduations), and "Halloween". In the Sound Effects, we tucked in "Charge!", "Yankee Doodle" and a "Patriotic Sounder" to cover other times of the year. And Labor Day, the 4th of July, Christmas, and New Years are covered as Whispers and Shouts.

**OH!** If you're looking for some of that "Good Time Oldies" flavor for summer time, we've got it covered with track 51 Indexes 3 & 4, and track 52 Indexes 0 & 1. Combine these with cut 34 and you've got a mini Intro or Outro that will make you want to put the top down on your rag top and cruise to the local drive-in.

### Using Transitions and Miscellaneous Music

We talked about using the "Wacky News Bed" earlier in this manual, but there are a few other elements in this category that warrant special attention.

We've included 3 "Sports Transitions" that work great with animation. Or you can use them for bumpers or intro/outros for hard hitting applications.

Also worth noting is "Secretarial Pool", a very special track that features "bass and typewriter". With a little imagination, this track could underscore a variety of visuals.

### Using the Sound Effects

The particular SFX in "Momentum" were designed to give you some unique alternatives to ho-hum sound effects. We discussed "Cash Register Effected" earlier, but cuts like "Big Jet Fly By", "Cruise Ship Horn", "Race Car Pass By" and "Big Car Start Up and Horn" can add momentum to your sales presentations. When a trip or cruise is being offered for top sales, these sounds really make the package seem bigger than life.

Or if you deal at all in the automotive field, the car effects will really make your video sizzle.



## APPLICATIONS

The musical effects can punctuate anything from an in-house announcement of a softball game that evening, to a quick transition for a historical video presentation, to an "Old Time Phone Ring" for a comical scene.

### Summary

"Momentum" is a powerful production tool kit that contains "Corporate Cheers", Jingles, Production Music,, Holiday Music, Transitions and Miscellaneous Music and Sound Effects. When you add your own ideas for utilizing all of the elements of "Momentum", the possibilities are virtually unlimited. Don't be afraid to experiment and above all, have fun! If you have questions or have discovered a new way to use "Momentum", please give us a call. We'd love to hear about it.