

TV spots...

Continued from page 10

Frank Green, W.W. Sound's general manager, is the in-house jingle composer and supervises such projects, Roberts said. Although singers for commercials have been flown in from as far away as Dallas or Chicago, Roberts and Green have contributed their own singing and instrumental talents to some spots, and local musicians often are used, Roberts said.

Some sound effects can simply be pulled from the studio's special effects library, while others must be created by Roberts or Green.

"I stayed up one night and fried butter in a pan, boiled water and made coffee so

we could have kitchen sound effects," Roberts said.

Bruce Wheeler, production manager at KFMQ radio, says creativity comes into play as soon as he receives a client's copy.

Commercial birth

After a radio ad salesman pitches an idea to a client and sells a spot, the product or service information is given to a copy developer, who writes the spiel for the spot, Wheeler said.

The copy is given to a "traffic director," who decides when the spot should be aired. Finally the copy is given to the producer

and a commercial is ready to be born.

Wheeler looks over the copy and information handed him by the copy developer, studies it for a few seconds, puts a record on a turntable and readies a tape.

He dons his earphones, takes a breath and "lays down" the first line of the tape over an instrumental background.

Whispering

"Sound . . . the final dimension has arrived," he says in a near stage whisper.

He stops the tape and switches to another, studies the script once more, takes a swig of coffee, cuts to George Benson's "Breezin'" and plunges into reading the

rest of the copy.

"That might be a little long," he says. He has a two-second leeway for this 30-second spot.

He turns the tape back manually, until he reaches just the right drumbeat, marks the tape for editing and splices the two sequences together. The result is dubbed onto a "cart" tape for airtime play.

Some of the more fun commercials have been those incorporating character voices, Wheeler said. For example, KFMQ's character voice expert Bob Kosel has portrayed the voice of Saturday Night Live's "Mr. Bill" and a personified run-down stereo turntable, he said.

Bizarre plot...

Continued from page 10

It's sad, but all Farmer's good intentions go down the drain because he employs a narrative that's too violent and too shocking.

Narrative bloody

Stylistically color the pages red with blood and color Philip Jose Farmer's face red with embarrassment. One just cannot overlook the outlandishly absurd descriptive narrative of the novel. It's like trying to ignore a strong current that pulls at the feet of a swimmer, and it's this aspect of the book that quickly pulls it under the reader's level of tolerance.

Of course, some people will like this kind of book, but then America's modern writers of "physical reality" are dependent upon just that kind of readership.

The novel is a good experience for the reader, though, because a realization comes after finishing that even good writers dip low to make money sometimes. *A Feast Unknown* is a book as its title implies: a dinner of trash an author that very few folks thought could write such a book.

Don't read this novel if you think that Philip Jose Farmer is the greatest living writer; you may find he's had his ups and downs.

douglas 3
13th & P 475-2222

5:40-7:40-9:40
DUSTIN HOFFMAN
Kramer vs. Kramer

5:25-7:35-9:45
ROBERT REDFORD
JANE FONDA
THE ELECTRIC HORSEMAN

5:20-7:20-9:20
Winner take all!
SCAVENGER HUNT

ONCE THEY WERE ANGELS
Now they're having a devil of a good time

Continuously from 10 A.M. Daily

A Formal Faucett
PLUS "Fire Franchesca"

embassy
1730 "O" St. 432-6042

80's

Dirt Cheap Record Store

217 No. 11 477-6061

NEW HOURS
MONDAY THRU FRIDAY 10:30-6
THURSDAY TILL 9
SATURDAY 10-6
SUNDAY 12:30-5

Lucille Ball says,
"Give a gift of you. Be a Red Cross Volunteer."

JANUARY AT Fannys 9th & P

It's Happening At The Hilton

FOOTLOOSE
Jan. 9-12

SANDY CREEK PICKERS
Jan. 16-19

CROSSFIRE
Jan. 23-26

SOOR MASH
Jan. 30-Feb. 2