



Creating Radio Jingles

Choosing a Backing Track

Listen to some example jingles from a radio website.

Choose and download your own backing track for your original jingle.

Importing Audio

- Open Audacity and choose File, then Import and Audio.
- Select the file from the location it has been downloaded and saved.

You may want to shorten the file if it is too long. Do this by highlighting the section you wish to remove (for example from the end), then pressing the Delete key on the keyboard.



Ideally, your jingle should be no more than a maximum of 10-15 seconds long.

Adjusting Gain

You need to make sure your voice can be heard and not drowned out by the background music. If your voice track is not loud enough, you can either increase the gain to make it louder, using the slider on the left hand side, or decrease the gain on the background track to make it quieter. Click + to increase and – to decrease.



Name and Save Your Work

- Remember to name each audio track so that you know what it is when you look back at it.
- Save your Audacity project so that you can return to it and work on it further.
- Choose File and Export Audio if you have finished your jingle and want to save it as a sound file to play in another media player.



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- Fade in or Fade Out by selecting from the Effect menu.

Adding Voiceover

- Next, you need to record your voiceover. Think carefully about what you want to say first. You could write it down or practise it out loud before recording.
- Before clicking on record, mute the background music file that you have imported to stop it from playing automatically.
- Next, when you are ready, click the Record button to record your voiceover.
- Click Play to playback your clip on its own. To hear it over the top of the background music, click mute again on the first track and you can play both together.



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