



What You Need When You Need a Great Performance

It starts from the initial consultation. However, you need it straight through to the completion of the project – and even beyond – for a successful partnership. The “it” is the ability and willingness in your production partner to listen.

Great performance starts with listening.

For any individual or organization to perform well, whatever the challenge, everyone involved needs to listen to and understand the objective on many levels. When you are searching for a partner, one that will exceed your expectations, look for good listening skills. That's the overture to a great performance.

Music Performance

For top-notch performance in the crafting, arrangement and production of musical compositions that engage and excite the listener, you need a partner with a good ear. Not just an ear for music, but an ear for your needs. Look for years of experience, and look for a partner with a broad range of talent resources. Also look for someone who asks a lot of questions, and then listens to your responses and acknowledges what you say. *A good partner may not always agree with you, but they will always listen to your point of view.* That's the only way to create a composition that stands out above the rest on the airwaves. It also gets out the message you want to get out there.

Video Production

Video production enlists sight and sound to deliver the message. Whether for TV, electronic billboards, or online viewing, there are key elements of imaging to consider. You need a partner who understands how lighting, camera angles, jump cuts and other visual effects work together for the strongest pacing and impact. On top of that, the right sound design enhances the visual and makes it all come together. The right mixture of components helps communicate your message in a very creative and successful way. But for truly great performance, you need more. You need a partner who listens first, asks questions second, and listens again.

Radio Commercials

Creating theater of the mind is what a great radio commercial should do. Interpretation is all in the ears of the listener. Great performances take this concept – a blank canvas if you will -- and paint the picture with audio. The right

voices, sound effects, music and copy all work in harmony to create a radio commercial that's remembered. Once again, look for a partner who listens. This way, your theater of the mind keeps the main objective in mind: that your goal is to move the audience to respond.

Media Buying

With all the media options available to us today through technology and the internet, knowing how and where to place your message becomes critical. Who do you want to reach? How old are they? What do they like to do? What music do they listen to and what do they watch on TV? Do they even watch television, or do they prefer magazines, newspapers, or even online media? In all facets of advertising and marketing, to capture your audience's hot buttons, good listening skills and clear understanding are critical.

At the same time, you want to work with a partner who makes all of the work fun. That means musicians, singers, composers, producers, directors and engineers who enjoy working together – and listening to each other – to make every performance their best. *Look for collaboration that's fun. That's what leads to your greatest performance.*