Jingle 101 Guidelines

Jingle 101 is only available to registered members of MUS/FTV 302 class.

Who is eligible to create? Either musicians alone, or with help from lyricists. No more than two.

There will be a final adjudicated playing in class on 10/27/16. Adjudication will be provided by outside advertising professionals.

Subject matter (client) shall be Bosa Doughnuts, an extant franchise. Know your product. Market Research would have you eating do-nuts.

Length of Jingle- :60,

Jingle terminology and types:

Acapella- Singing without instrumental accompaniment

“Full Sing”- Vocals with lyrics throughout jingle;

“Donut”- Vocal with lyrics in front, instrumental “bed” in the middle for the announcer “voice/over”, vocal with lyrics at end.

“Hook”- Key image line in a jingle set to a catchy melody. May be repeated several times in 60 or 30 second version. This is the single portion that is anticipated to be recalled for years to come. It is called the hook because it catches you.

*Grading- Even though this item is not covered in the 302 syllabus, your originality & participation awards you 10% of grade.

Studio Time Granted

Looking for Jingle Contest Models?

*Folger’s Coffee Jingle Contest- Watch all the winners & Runner-ups- http://www.folgerscoffee.com/folgers-jingle/winner

Guidelines of Companies Who Sponsor Jingle Contests Include:

• Must be FCC acceptable, including no use of indecent or obscene material or language.
• Content should not infringe or violate any copyright, patent, trademark, trade secret, right of publicity, or other intellectual property, proprietary, or contractual right of a third party.
• No defamatory or libelous material or material which discloses private or personal matters concerning any person, without such person’s consent.
• No content or material that is illegal, contains nudity or is sexually explicit, or by law, obscene, profane or pornographic.
• No misrepresentation or disparaging remarks about the Company or its products, or other people, products or companies.
• No content which implies or portrays graphic violence excessive use of alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous.
• No content which is abusive or harassing towards any individual or group of individuals regarding race, sex, religion, creed, national origin, age, disability, gender identity or expression, sexual orientation or any legally protected classification. Specifically this includes, but is not limited to, epithets or slurs (such as the “N” word), threats, intimidations, or hostile acts.
• No content communicating messages or images inconsistent with the positive images and/or goodwill to which the Company or Sponsor wishes to associate.

PLEASE NOTE: THIS EXTRA CREDIT PROJECT HAS BECOME VERY POPULAR. THEREFORE, STUDENT PARTICIPATION IN JINGLE 101 IS ON A “FIRST COME, FIRST SERVED” BASIS. PRESENTER MUST EMAIL ME OUTLINING EXACTLY WHAT YOU WILL PRESENT, MEANING THE NAMES OF PEOPLE PRESENTING, AND INSTRUMENTS USED. THE FIRST 7
INDIVIDUALS/GROUPS WHO EMAIL ME GET TO PARTICIPATE. THE REST, UNFORTUNATELY, DO NOT ONLY BECAUSE WE HAVE 1¼ HOUR FOR PRESENTATION FOLLOWED BY JUDGES RESPONSES.