

Audio CD



TYPE OF TOOL: **AUDIOVISUAL**



Goals

- ▶ Raise Awareness, Sensitization, Call for social action, Fundraising, Promotion (program, organization, culture, etc.), Advocacy, Entertainment



Targets

- ▶ General Public



Production Steps

DESIGN

An audio CD is a special (and can be an expensive) Communication Tool to produce but it is one that can also have a very good impact. Music is an excellent vehicle for transmitting messages. First find a financial means to cover the production costs, e.g., finding a sponsor, donations, fundraising and/or crowdfunding (for example, <http://www.kisskissbankbank.com>). Identify and decide on the objectives, targets and key messages. Engage the professionals who will help to technically execute this task, i.e., the recording studio, sound engineer and the graphic designer. Identify the artists you'd like to en-

gage in this project, send them an information packet presenting the project. Do the CD jacket cover art and, possibly, an inside information booklet which includes information about the project. NB: If possible, organize a series of concerts to promote the CD to increase its visibility and popularity.

PRODUCTION

Rehearsal, recording, photos, writing the CD jacket cover and booklet information text; producing the CD, / printing of the text for the cover/ booklet, CD production, packaging.

Key points:

Be sure that the image and reputation of the artist/artists selected are compatible and concurrent with that of the organization and its mission. Be sure to have a signed contract agreement with the artists.



Content

The music tracks should illustrate the key messages. Be sure the organization's information is visible on the cover jacket, the name and logo and somewhere in the CD package is included the organization's contact information (telephone, email, website) and partner contact information.

MESSAGES

Raise Awareness; Sensitization; Call for social action; Fundraising; Promotion (program, organization, culture, etc.); Advocacy and Entertainment.

IMAGES

Think about Copyrights, the rights of the artists which must be respected and indicated on the CD, and about obtaining the necessary authorizations for taking photos of people, places.



Distribution

Distribution/sale of the CD can be done at the organization's offices, via a distributor network and/or at events, concerts. Make some or all of the CD's music tracks available via Internet and Social Media outlets. Depending on the budget, possibly use TV and radio.



Indicators

- Number of CDs produced
- Number of CDs distributed
- Number of CDs sold
- Number of listening/downloads via the Internet
- Audience size



Example

Tinguena CD audio "Kil ki dinos ten balor"
See Examples Worksheet and the CD cover.

EXAMPLE Audio CD

NGO TINIGUENA AUDIO CD

Context

Established in 1991, Tiniguena is a non-governmental organization (NGO) in Guinea Bissau which was founded to promote participative and sustainable development based on the principles of conservation of natural and cultural resources and the exercise of citizenship. The CD was made following a concert.

Type of Tool

Audiovisual

Language

Portuguese, Creole

Technical Characteristics

Audio CD, 18 music tracks, packaged in a cardboard sleeve; Length: Approximately 96 minutes; Produced in 2011; A Co-production.

Targets

General public (Portuguese, Creole speaking)

Geographic Scope

National

Key Messages

"Let's preserve our culture, our gastronomy, and our biodiversity."

Usability

● ● ● ●

Requires a CD player and electricity

Adaptability to various contexts

● ● ● ●

Use over time

● ● ● ●

Replicability*

● ● ● ●

This tool could not be replicated for any other organization without modification. Production cost for this is quite high.



Goals

Through music, promote Guinea Bissau's local products and producers, food, and biodiversity.

+

- An original communication support tool concept.
- Music is a good vehicle for sharing messages.
- The song lyrics clearly convey the messages.
- The audio quality is very good and the CD cover artwork is well done.
- The CD's core theme and message is clearly stated from the outset on the CD cover and the inside booklet.

-

- The audience is limited given that the lyrics are in Creole and Portuguese.
- Producing something like this is a fairly complex process and expensive to do.
- Contact information for the NGO Tiniguena is not included in the CD booklet (address, telephone, website), something that would help promote the NGO's visibility and recognition.

* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)