

Bio:

My name is Mark Harrison Rodgers. I am grad of the 2007 class of Radio & Television Broadcasting at N.A.I.T. in Edmonton Alberta. I am also a grad of the Arts & Cultural Management program at Grant MacEwan University. I work at CJSR FM 88.5 as Production/Promotions/Sales coordinator. Community radio is now my home after 3 years of commercial radio in Grande Prairie.

Production Notes:

Live Music Dispatch came out of the idea of wanting a consistent series of ads for the bigger live shows coming through Edmonton. I wanted two characters to talk back and forth about the show but not the typical dialog spot. It ended up being myself and my cat. I chose to use my voice recorder and get audio of my cat talking. I then used my voice in a very basic surfer/stoner voice. My cats names is Little Guy so I just translated his name to fit the format, Little Dude. I don't use a character name to keep the focus on the idea that a cat is telling people about an upcoming gig. I created an intro for the series by playing a guitar riff and had our former new director voice it the intro.

The In Flames show proved a good opportunity try this idea for the first time due to one of the band's name being suspect to pronounce. For those who don't speak cat I did the translation. The next edition of Live Music Dispatch was used for the Joel Plasket show. Using a play on the Emergency in the artists name I found a clip of the cat that sounded scared and played up that part of the character interaction.

This idea is going to be translated into our summer festival guide were we tell people about where CJSR will be for all our summer events.