**Jingle 101 Guidelines- Fall, ’15**

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

You are eligible to create a jingle. This is **NOT** a mandatory assignment for the class, rather it’s an extra credit exercise for those who would like to take on the challenge. This is a creative event in this class, and everyone who submits a jingle will be a finalist. There is no pre-screening. Your presentation will take place in class on 10/29/15.

**Who is eligible to create?**

Either instrumental/vocalists alone, or with help from lyricists. No more than two to a creative team is permitted. It’s up to you to find help where you need it creatively, but I will assist you once all who are interested in this project email me. It is permissible to use instrumentalists or singers from outside class in order to fill out the arrangement, but all creative work, including the arrangement(s), must be done by members of MUS/FTV 302.

**Subject matter (client) shall be Bosa Donuts, an extant franchise.**

Know your product. Market Research would have you eating donuts. And finding out who else eats donuts. Demographics is key.

**Length of Jingle- :60, full sing.**

“Full Sing”- Vocals with lyrics throughout jingle, usually accompanied by instrumental backing. Timing matters. Audio must ring out by :62, video (if chosen) out at :65. See the Contest Models (next page). A stopwatch is good.

**Presentation Format**

Either CD, or DVD to be played in class, or you’ll post it to a site we may access in class, such as YouTube. You might also try it live, but live presentation has its risks, as well as its rewards.

*On 4/1/14. adjudication will be provided by outside advertising professionals.*

*Grading-

Even though this item is not covered in the 302 syllabus, for the successful presenters who follow the rules and present a :60 full sing version, it will be worth the equivalent of 100 points to each eligible participant. That’s fully 1/10th the full grade of this class.
*Studio Time Granted!*

*Need studio time to produce your jingle? You get a FREE hour;*  
*Follow UA Recording Studio rules in filling out Studio Request Forms, & make sure you book early. Last minute decisions don’t usually work when you’re trying to book time.*

**Looking for Jingle Contest Models?**

*Folger’s Coffee Jingle Contest* - Watch all the winners & Runners-up-  

**Guidelines of Companies Who Sponsor Jingle Contests:**

- 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.