

➤ S2blue Newsletter Spring 11

Welcome to the brand new S2blue newsletter

Welcome to the Spring 2011 S2blueCreative newsletter. We've been very busy the last few months working on various projects from Image+ programmes, creating a new JingleWorld CD and giving away champagne to singing jingles for a Chinese station and even launching a new radio soap drama!

All our latest news is below and there's more information, demos, pictures and videos on our website:
www.s2blue.com

News

S2blue commissioned to produce radio soap opera 'Glen Castle'

We have been commissioned to produce an initial 12 month radio 'soap' for Manx Radio. 'Glen Castle' will tell the stories of the people of a fictitious village on the Isle of Man with 3 episodes a week and an omnibus at weekends.



A weekly podcast is available by [clicking here](#).

Latest winner of Champagne for a Campaign

Anita at Fire Radio was the latest winner of our 'Champagne for a Campaign' – winning a whole case of champagne just for sending us a script to be produced!



We will be running another 'Champagne for a Campaign' promotion soon so look out for more details.

JingleWorld Vol. 5 now available

The latest CD in the JingleWorld collection is now available – featuring a further 98 categorised commercial jingles.

To order your copy of any of the JingleWorld CDs click [here](#) or to hear the complete range of commercial jingles available to resing go to www.JingleWorld.co.uk



Introducing Jingle Days - a new FREE service

We are now offering a free presentation day giving you the opportunity to demonstrate to your clients the benefits of having their own musical identity with advice from one of the UK's most experienced jingle producers.



For more details: tel. 01538 370 160 email: scripts@s2blue.com

Simon and Steve talk at RPIN 2011 - The UK Radio Production Conference

Simon and Steve were asked to talk at 'RPIN 2011 - The UK Radio Production Conference' earlier this year about the radio drama Glen Castle, which is written and produced by S2blue.



Glen Castle was seen as an innovative idea to bring regular short drama to radio within small budgets. The conference was attended by around 200 people from independent production companies and broadcasters across the UK and around the world. There's more information on the conference [here](#).

latest news

➤ Latest News



➤ Imaging



➤ Creative



➤ E-learning

have a listen



➤ Sweeper FX

what is buyout music



➤ Music Library

listen to the demos



➤ Steve England Packages



S2blue family

➤ Meet the Family

contact us



➤ Contact Us

creative consultancy



➤ Creative Consultancy

s2blue's facebook friends



➤ Add s2blue as your friend



➤ Download our new brochure

If you want to discuss any project, (or just want a chat) please give us a call & we'll try to help as much as we can!

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 fax: +44 (0) 1538 372 595
 email: info@s2blue.com
 web: www.s2blue.com

Imaging News

HD webcam installed in the live room

We have recently installed an HD webcam to our live room, allowing clients unable to attend our studios to watch vocal and overdub sessions via Skype or Messenger.



Since installing the webcam we have had clients watching in from China and the Middle East, as well as all parts of the UK.

This is the beginning of a complete redesign of the live room planned for later this year.

More PAMS resings for Radio 2

We've recently resung more PAMS cuts for Radio 2 – this time for Tony Blackburn's show.



The authentic vintage cuts were produced to be part of Tony's 'Pick of the Pops' programme which transports listeners back in time to a golden era whilst playing some real classics.

You can hear the PAMS cuts for Radio 2 by [clicking here](#).

FreenotesMusic.com now live

The new Freenotes library music site is now live, with hundreds of free, non MCPS tracks available in a whole range of styles.



Freenotes Music provides broadcasters, production companies and producers with tracks to use behind all types of production, from TV and radio commercials to imaging and talk over beds.

Register or login to the new site by [clicking here](#).

Festive imaging package for Sawt El Ghad

Leading up to Christmas we produced an imaging package for Lebanese station Sawt El Ghad. The package consists of a range of cuts to give their imaging a real festive feel through the holidays and into the New Year.



We used a traditional group for the vocals to give it that warm feel.

You can hear the Sawt El Ghad festive cuts by [clicking here](#).

Other News

Search Our Database

Did you know we have more than **10,000** scripts, nearly **20,000** commercials and more than **2,000** jingles on our server? Why not use utilise it? You can call or email us asking for scripts, commercials or jingles written for other advertisers in the same sector and we'll send them over. This is proving as an aid for clients that just can't imagine how they could advertise on radio so give us a call so you can show them how others have!



Stations Take Advantage of Free Sales Training

A number of stations have signed up to take advantage of our Creative Consultancy training course, which is free to all our customers.



The unique training programme, covers effective brief taking, year long planning, needs analysis, harnessing change and aspects of advertising law. It consists of a mixture of presentations, interactive games and is interspersed with interviews with some of the leading people in the radio advertising industry, as well as examples of creative and critically acclaimed commercials.

You can find more information and [testimonials online](#) or please give us a call or send us an e-mail info@s2blue.com

The training is free to stations that use S2blueCreative for commercial production.

S2Blue Family Member

Name: Mike
Job Title: Studio Engineer/Producer



What do you do at S2blue?:

Produce and edit radio commercials, TV & e-learning audio, as well as any other projects which may come in, such as our latest 'Glen Castle' radio drama.

What do you do when you're not at S2blue?:

My spare time generally revolves around completing my Physics degree, and my music interests (playing guitar, gigs etc) - not forgetting of course all the usual things like going down the pub, watching a good film, etc.

Follow S2Blue on Twitter and Facebook

You can now follow us on Twitter and Facebook. We keep it up to date with the latest news, videos and photos. [Click here](#) to add S2blue as your facebook friend or follow us on Twitter [@s2blue](#).



If you want to discuss any project, (or just want a chat) please give us a call & we'll try to help as much as we can!

* Don't worry we're not going to be spamming your Inbox every week, only occasionally, but if you would prefer not to learn about all things S2blue then please reply to this mail saying so – we will be upset to see you go!!!