

ABA Engineering Academy March Engineering Webinar

The next monthly ABA Engineering Webinar will be held Tuesday March 16th, 2021 from 10:00 AM - 11:00 AM CST.

This month's webinar will feature two special guests. Frank Foti with Telco Alliance will be joined by his good friend Andrew Scheps, one the top recording engineers in the country.



Frank Foti



Andrew Scheps

Andrew has come a long way in his GRAMMY®-winning journey mixing records for such diverse artists as the *Red Hot Chili Peppers*, *Adele*, *Metallica*, *Jay-Z* and many others. After graduating from the Recording Engineering Program at the University of Miami, he spent some time working for Synclavier, one of the first digital synthesizers / samplers / workstations, then on the road with Stevie Wonder (as a keyboard tech) and Michael Jackson (mixing live sound), before settling in LA where he worked his way up to the esteemed position he holds today among his peers. He now lives in London.

While Scheps main focus is recording award winning records, his techniques also apply to creating effective radio and television commercials as well. His favorite comment "It's what comes out of the Speaker that counts" certainly applies to broadcasting.

Foti and Scheps will discuss items such as understanding digital audio, creating templates in your DAW, effective use of multitracks in your project, proper use of background music and effects, balancing the final mix, and getting the audience attention in the first few seconds of the commercial.

This webinar is for both engineers and production staff. Stations should make sure to have their production directors and anyone involved in producing audio files join in.

**It will be presented on Tuesday March 16th from 10:00 AM – 11:00 AM
Central time**

Certified SBE members attending these webinars receive ½ recertification credit in category I [Register here](#)

Past Engineering Webinars are available [online here](#)

Contact [Larry Wilkins](#) should you have any questions or comments and if you would like to receive our weekly technical newsletter (Monday Morning Coffee and Technical Notes).