



Prairie Public Television

Bob Dambach



Summary: Bob Dambach uses Sonicfire Pro to score almost every locally produced broadcast element for Prairie Public Television. Sonicfire Pro gives him the variety of music that he needs to score a broad range of productions, without having to worry about spending time editing or spending too much money on new music or rights clearances.

Bob Dambach's work load includes producing and scoring a lot of film and video. He is the Director of Television and Executive Producer at Prairie Public Television (PPTV), which broadcasts over nine different channels throughout the Dakotas and parts of Canada. He produces about 70 hours a year of programming, including at least one long-form documentary and two to three mini-documentaries per year, promotional spots, and bumps and stings for various locally produced programming.

And when does Dambach call on SmartSound's Sonicfire Pro to create the musical scores for his productions? According to him, the answer is all the time.

Before purchasing Sonicfire Pro in 2003, Dambach primarily relied on commissioned music and buy-out libraries when scoring his projects. But each of those solutions had their own problems. One that continued to pop up with both commissioned music and buy-out libraries was cost. Hiring a composer to create music was not cost-effective, and the quality of the music libraries they could afford to regularly purchase was at best spotty. Additionally, using buy-out music created problems with acquiring new clearances for different broadcast uses. Still, Dambach realized the importance of music in a television broadcast.

"Sound is often a neglected part of a TV production," he said. "And the right piece of music at the right time can be even more powerful than an image."

Dambach heard about Sonicfire Pro in a magazine and decided to, in his words, "take a chance" on it. Once he did, he found it was a product that he could begin using almost immediately.

"I was a disk jockey at a couple of radio stations before I began my TV career, so I was quite used to seeking out musical tracks to enhance my productions," he said. "It took me about 15 minutes to catch on to how to use the program. I must admit that I don't do a lot of modification to the tracks, and I like that Sonicfire Pro can be a quick and simple solution to my music needs."

Most importantly, Sonicfire Pro has helped Dambach make a limited music budget go a long way.

"I can rearrange the blocks, pick different tempos and adjust the time to match my clips," he said. "Over the years, we have been able to build quite a library of different sounds. We use it so often that I'm afraid we take it for granted"