

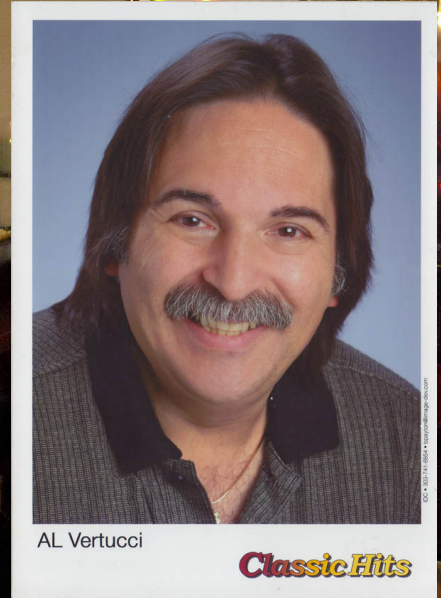


Adobe

# Al Vertucci

Radio's audio guru

Adobe® Audition® CS5.5



## Tuning in to "Tooch" and his career

Among audio aficionados, Al Vertucci is known as a production guru, but he's also a genuine "jack of all trades." After singing doo-wop on the street corners of Brooklyn, he formed a short-lived but successful band. Then he spent 15 years at WCBS-FM in New York, the nation's largest Oldies station.

While at WCBS, Vertucci became a de facto member of the cast as the morning show producer, with popular radio personality Harry Harrison. Joe McCoy, the program director, was the first to deem him Tooch, from Vertucci. The nickname stuck – and today, Tooch entertains audiences with classic rock hits as a deejay, assistant program director, and music director for Dial Global Radio Network's Classic Hits format in Denver.





*"Dial Global is constructing 12 new studios in Denver and Audition CS5.5 will be in every one."*

Early in his career, Vertucci edited audio using analog tape, grease pencils, and razor blades. Today, his tool of choice is Adobe Audition CS5.5 software, both for his own business, SAV Sound Studios in Monument, Colorado, and at Dial Global. "At Dial Global, we use Adobe Audition CS5.5 for so many things—recording listener interviews, creating liner packages, sweepers, and voiceovers," he says. "Adobe Audition is so versatile. Dial Global is constructing 12 new studios in Denver and Adobe Audition CS5.5 will be in every one."

Tooch first adopted Adobe Audition many years ago when he worked at WCBS-FM. "Our Oldies recordings had scratches, clicks, and pops, as you can imagine," says Vertucci. "The station asked me to re-master their collection. With Adobe Audition, I got exceptionally clean results."

For Tooch, there may be new mixes in his career, but Adobe Audition is a constant ingredient. He's currently starting the 2nd holiday album with the choir from his local church, St. Peter's. Regarding Dial Global, he is especially jazzed by new functionality in Adobe Audition CS5.5 that enables the production department to stretch or shrink radio commercials received from ad agencies. To play on air, spots need to be exactly 30 or 60 seconds, a rare occurrence when commercials arrive at the station. Dial Global previously used specialized music software to squeeze or stretch spots, but each had to be edited one by one. "We'd have to stretch or squeeze about 1,400 commercials per week. It was very time consuming. Now, with Adobe Audition CS5.5, we can tag the files and convert all of them to the exact length in a batch with one click. It's a huge timesaver."



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