

What's New at Voice One



Upcoming Classes

- Unlocking Emotions ☐ 7/10-17
- (NEW) Breaking Through 7/12-19
- SUMMER FAST TRACK ☐ 7/15-30
- (See below for details)*
- Small Group Workout ☐ 7/20
- Taking It To The Next Level ☐ 7/24-8/14
- Radio Drama ☐ 8/1-22
- VO Techniques ☐ 8/2-23
- INTRO - Starting Out ☐ 8/5
- VO For Teens ☐ 8/12
- Stepping Out ☐ 8/13
- Creating Characters ☐ 8/13

Classes often sell out. Register early!

IMPROV WORKOUTS

EVERY SUNDAY NIGHT 5:30-8:30pm

Summer Fast Track

COMMERCIAL CORE:

- By the Book ☐ 7/15-16, 22-23
- Styles ☐ ☐ 7/17-18
- Making It M.I.N.E. ☐ 7/19-20
- Spontaneity ☐ 7/21 & 28

CHARACTER CORE:

- Character Intensive 7/24-27
- Bringing Voices to Life 7/28-30

VO Talent Database

<http://db.voiceoneonline.com>

Producers are listening ...
Check it out!

Success Tips #18

Know Your Worth

Voiceover is demanding work, and it pays well if you know your way around the business. Unfortunately, many voice actors and producers are unfamiliar with standard industry pay rates for VO work.

Union VO rates are a good benchmark to use for setting non-union rates. The AFTRA (American Federation of Television and Radio Artists) Web site lists how much union voice talent gets paid for every conceivable type of gig: <http://www.aftra.org/contract/contract.htm>.

Knowledge is bargaining power: It's worth an hour of your time to review all the rates. Here are some examples:

- ++ Radio: \$235 for a one-hour gig not including residuals.
- ++ TV commercial - voiceover only: \$400 for a one-hour gig not including residuals.
- ++ Corporate / Industrial (e.g., corporate videos, instructional programs, interactive kiosks, phone systems, etc): \$360 - 400 for the first hour; \$100 for each additional half hour.
- ++ Game characters: 1/2 day: Up to four hours / up to three characters: \$700. Or, one voice / one hour: \$360.

Check the AFTRA site for rates for specific types of work. Beginners should expect to be paid 65-75% of union scale, which means you should be paid \$150 or more, give or take, for the first hour of work for a corporate training program, Web audio, phone messaging, or other not-for-broadcast material. You should get at least \$75 for each additional half hour.

Don't sell yourself short.



Elaine Clark, owner of Voice One and author of *There's Money Where Your Mouth Is*.

Look Who's Talking

- **Tracy Ralls** produced and voiced an audio sales training program for Washington Mutual Bank. She also narrated an investigative report for the Animal Protection Institute.
 - **Tony Azzolino and Jackie Fredericks** recorded a VO at Voice One for an online training course for Wireless Advocates. **Jackie** was also cast in an Independent film, "Leering At The Queen."
 - **Carol Goode** has gone National - she recorded television commercials for regional markets in Texas, a video on domestic violence for the YWCA in Dubuque, IVR phone prompts for a real estate firm in Florida, and an online tutorial for Demowolf.com
 - **Gretchen Van Horne, Lauren White and Diane Dicosola** all recorded jobs at Voice One.
 - **Brian Buck** recorded a VO for Wine Station by Napa Technologies.
- Email us your success stories!*



Voice-Over >> Acting >> Improv >> Casting >> Audio Production

665 Third Street, Suite 227 San Francisco, CA 94107
415-974-1103 p 415-974-1105 f VOne@aol.com www.voiceoneonline.com