

# What's New at Voice One



## Upcoming Classes

- ADR/Looping** □ 5/24
- Styles** □ 5/27-6/3
- Narration Simple** □ 5/29-6/12
- TV Tags & National Reads** □ 5/31-6/7
- Long Form Narration** □ 6/2-9
- Taking It To The Next Level** □ 6/4-25
- Marketing Wizardry** □ 6/10
- Director's Perspective** □ 6/14
- Acting On-Camera for Teens** 6/16
- Small Group Workout** □ 6/19
- Preparing for a Demo** □ 6/21-28
- Intro** □ 6/23
- Your Voice Imprint** □ 6/24
- Nailing The Audition** □ 6/26
- Auditioning For Film** □ 6/30\* *new date*

*Classes often sell out. Register early!*

### IMPROV WORKOUTS

**SUNDAY NIGHT 5:30-8:30pm**

## Summer Fast Track

### COMMERCIAL CORE:

- By the Book** □ 7/14-15, 21-22
- Styles** □ □ 7/16-17
- Making It M.I.N.E.** □ 7/18-19
- Spontaneity** □ 7/20 & 27

### CHARACTER CORE:

- Character Intensive** 7/23-26
- Bringing Voices to Life** 7/27-29

## Communication Guru

By Elaine Clark

As many of you know, I recently returned from India where I collaborated with NuVeda Learning to produce 4 e-learning communication modules and teach communication workshops to middle and upper management business professionals.

Beyond the obvious cultural and language differences between the U.S. and India, the importance of strong communication skills is the same. Presentations, commercials, voice-overs, on-camera, phone, and email need to impart information and emotion that results in an action.

Here's the basic communication structure:

Define the problem/"pain point."

Offer a solution with pride, authority and confidence.

Create an emotional arc. The content of the message should now chip away at the pain point, guiding the listener from discomfort to ease. Vocally and visually, the speaker becomes more and more relaxed and fluid with each new bit of information.

End with a calm, confident close.

Information is not just an idea. It's a feeling that effects the speaker's body movements and creates vocal nuances. In turn, this emotional and intellectual commitment influences audiences to take action.

To learn more, check out some of Elaine's India newspaper articles:

<http://www.hindu.com/mp/2007/04/07/stories/2007040701641100.htm>

<http://www.thehindubusinessline.com/manager/2007/04/09/stories/2007040900491000.htm>



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

## Look Who's Talking

- **Finn Kisch, Brian Buck, Michael Ritz, Natausha Wilson, Bob Lai, Laurie Search, Carol Robinson and Deona Mendoza** recorded spots for copywriting students from the Academy of Art University. Mark, Ted and Jeff thank all of you for your talent and professionalism.
- **Meagan Cunningham and Tony Azzolino** did ADR work on a film called Harrison Montgomery.
- **Alex Shkolnikov** recorded a VO in Russian for a Sun Microsystems Flash Demo.
- **Larissa Kasian** recorded a VO for Cricket Audio.

*Email us your success stories!*

## VO Talent Database

<http://db.voiceoneonline.com>

Producers are listening ...

Check it out!



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](http://www.voiceoneonline.com)