

What's New at Voice One



Upcoming Classes

- ADR/Looping I** 5/20
- Long Form Narration** 5/24-31
- Styles** 5/25-6/1
- TV Tags & National Reads** 5/29-6/5
- Making It M.I.N.E.** 6/3-24
- By The Book** 6/6-14
- Preparing For A Demo** 6/11-18
- Small Group Workout** 6/17
- Director's Perspective** 6/19
- Acting On-Camera for Teens** 6/21
- Marketing Wizardry** 6/22
- Jump Start Your Career** 6/23

DROP-IN IMPROV WORKOUTS
SUNDAY NIGHT 5:30-8:30pm - \$10

Summer Fast Track

COMMERCIAL CORE:

- By the Book** 7/19-20, 26-27
- Styles** 7/21-22
- Making It M.I.N.E.** 7/23-24
- Spontaneity** 7/25 & 8/1

CHARACTER CORE:

- Character Intensive** 7/28-31
- Bringing Voices to Life** 8/1-3

NARRATION CORE:

- Narration Simple** 8/4-5
- Advanced Narration** 8/6-8
- Long Form Narration** 8/9-10

These classes are filling up quickly. Reserve your space today.

Success Tips #36

Interview recently posted on Tracy Pattin's website:

ELAINE: The Bay Area is rated 4th or 5th (behind Los Angeles, New York and Chicago) in advertising.

TRACY: What types of voice over projects are produced in San Francisco?

ELAINE: San Francisco is often thought of as a radio commercial town. Corporate narration remains consistent with all the high-tech industrials (one of the benefits of being so close to Silicon Valley). The video game industry continues to hire actors. Toy voices and voice mail systems are bread and butter for many actors here.

TRACY: What was the industry like when you started?

ELAINE: In the early days, I walked my demo reel (yes, reel-to-reel tape) into advertising agencies and production companies and asked for work. You definitely can't do that now! There are too many filters that prevent talent from contacting advertising agency people directly.

TRACY: How has the industry changed in San Francisco over the years?

ELAINE: I became a voice actor in 1980. At that time, there were only a handful of people doing VO in San Francisco, 25-50 at most. Now, there are hundreds if not thousands. Another change of course is that demos went from cassette to CD to mp3.

TRACY: What 5 tips do you have for voice over success?

1. You need to develop your ear first, emotions second and your voice third.
2. Get training, listen to commercials, dissect them, figure out what works and what doesn't work.
3. Understand what motivates the listener to take action.
4. Then, connect with your feelings and share them with your audience.
5. Once you've done your technical and emotional homework, the appropriate voice usually follows.



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

Look Who's Talking

- **Greg Land** signed with *Stars Agency* and shot an industrial video for *Vmware*.
- **Beth Prejean** recorded VO's for a couple of commercials for *Omnivisio Live*.
- **Diana Chace** recorded an Academy of Art student commercial for *Southwest Airlines*.
- **Shannon Riley** and **Shaye Troha** were selected from the Voice One talent database and recorded three radio commercials for *Stub Hub*. **Shaye** also recorded a VO for a *Scandinavian Designs* tv commercial.
- **Valerie Weak** recorded a VO for *Children's Healthcare of Atlanta*.
- **Boris** was cast in a new Indie film, *Ulysses*.
- **Larissa Kasian** shot a web commercial for *Intel*.
- **Rosemary Medeiros** shot a commercial for *UV Electronics* in San Carlos.

Send 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