



The Script is Your Treasure Map with Randye Kaye &



Discover Clues in the Copy to Nail that Job or Audition!

Voice Talent's Many Roles

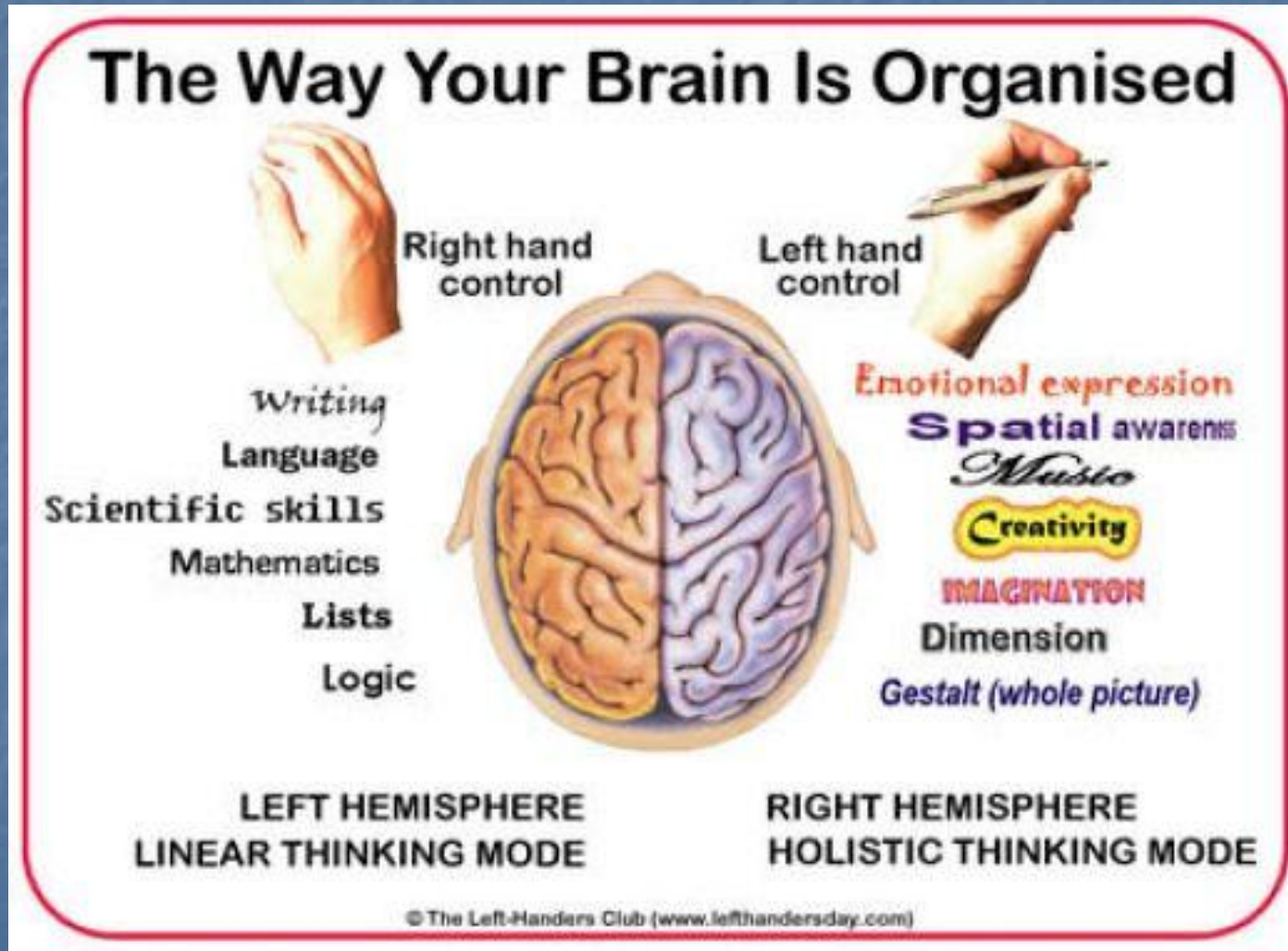
- Voice Talent
- Marketing/Sales
- Casting Director
- Agent
- Performer
- Director
- Production Editor
- Accountant



And... Copy Analyst



5. Brain Teamwork



In the Booth...

Left Brain

“notes”

Technique

Volume

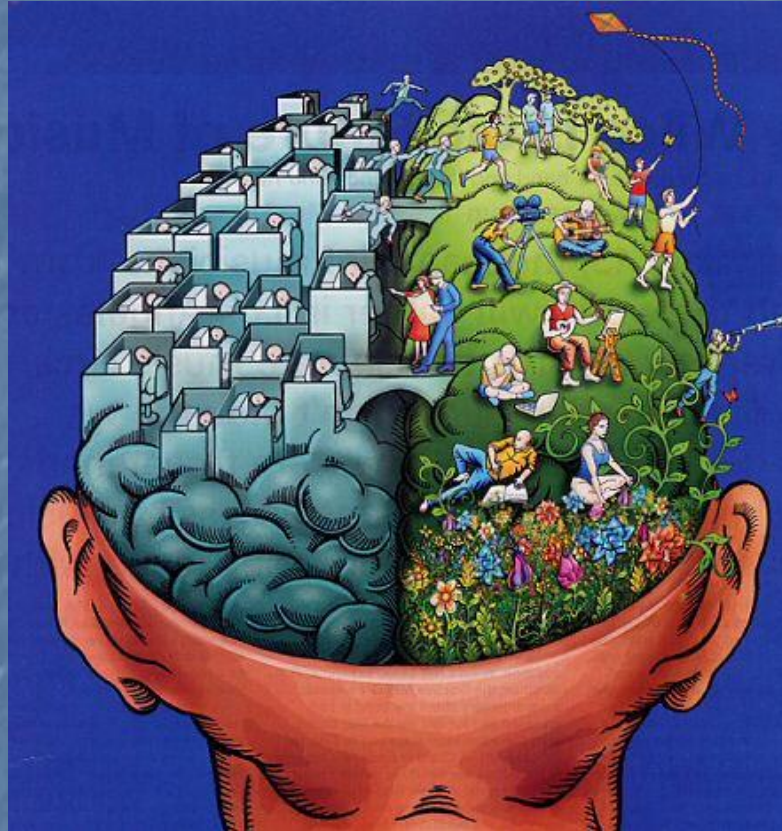
Tempo

Phrasing

Pitch

Articulation

External
noise?



Right Brain

“music”

Play

Wholeness

Just Do It

Ingrained Tech

Emotion

Relaxed

In the Zone?

A word about the audition or job...

The client may tell you:



- Tone/delivery desired
- Audience
- Visuals/Music
- Tempo
- Vocal Age



- The client may not know what he/she wants
- A lot is still left up to you!



Copy Clues to Choices

1. KIND OF READ –

2. WHAT'S THE STORY?

**3. DEGREE OF
FORMALITY –**

**4. COMPARISONS AND
CONTRASTS**

**5. WHO ARE
YOU?/P.O.V.**

6. WHO IS LISTENING?

7. YOUR EMPHASIS

**8. SPECS, VISUALS AND
MUSIC**

9. COPY MARKS

10. MAKE IT YOURS

1. WHAT *KIND* OF READ IS THIS? (**General** Tone)

- Commercial, Narration, e-learning,?
- Purpose: Informative, Entertainment, Persuasive?
- PSA? Hard Sell? Level of excitement?

Cuisinart

Open up your home to the legendary Cuisinart Food Processor and turn meals into fabulous occasions. Make a sumptuous family breakfast of sliced fresh fruits and sweet pastries. Lunch, dinner or get-togethers? Impress all with an array of hors d'oeuvres, homemade breads, elegant entrees and delicious desserts. The next generation of Food Processors by Cuisinart. Now, savor the good life with family and friends. Cuisinart. Savor the good life.

Keep The Promise

America needs more schools that encourage our children to fulfill their promise. So they can succeed in the competitive world they will soon face. Call 1-800-96-PROMISE, and we'll send you information on how you can help change the schools in your community. KEEP THE PROMISE.

2. WHAT'S THE *STORY*? (Internal Tone)



“Find the skeleton”



3-com

Nearly twenty years ago, 3Com Corporation launched a new industry by developing the first technology for networking personal computers. Today, 3Com is a company that maintains its leadership role with innovative solutions spanning the scope of communications. From the global enterprise to the neighborhood business, from the Internet point of presence to the home office, 3Com systems and products put computing resources within easy reach of millions of users worldwide. 3Com combines cutting edge research and development with world-class manufacturing facilities, and international service and support.

This summer throw away your glasses and contacts and save with LASIK! For a limited time the Fichman Eye Center is offering LASIK for around two dollars a day. That's more than 50% off! Get rid of your glasses or contacts this summer. Call The Fichman Eye Center now at 1-877-FICHMAN and see why they've been voted best LASIK center year after year. Call 1-877 FICHMAN now to schedule a free consultation. Or visit us at Fichman Eye Center dot com. See better this summer with LASIK for around two dollars a day.

3. DEGREE OF FORMALITY –



Albert Einstein

Perhaps the most illustrious searcher for the equation of everything was physicist Albert Einstein, who spent the last 35 years of his life trying to uncover such an overarching explanation. Einstein's own theory of general relativity, published in 1916, explained gravity, one of the strong forces in the universe, as the bending of space-time by matter.

7-11

So it's 2:00 in the morning...and you're starving. Nothin' in the fridge, and nothin' in the cupboards. You don't even have dog biscuits hangin' around. You think about cooking, but then you remember the 3-alarm fire you started last time you tried using the stove. Well, check out 7-11. There's gotta be one right near ya'. They have everything from burgers to tacos...24 hours a day...7 days a week. 7-11. Think of it as your own personal walk-in kitchen.

Clues to Degree of Formality

- Sentence Length
- Vocabulary
- Grammar construction/structure
- Contractions?

4. COMPARISONS AND CONTRASTS

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Unlike other mortgage lenders, we do not plan to immediately sell your loan after close. **Instead**, we expect to service your loan over the life of the mortgage. That means we're all in this together!

So since we know we're stuck with you, you'll find that we care enough to do everything in our power to get you the loan you want, when you want it, and to **do it with a smile**. Frustration and unwanted delays are a natural part of the loan process, but we will be honest with you when delays arise and we'll always do everything in our power to find a solution.

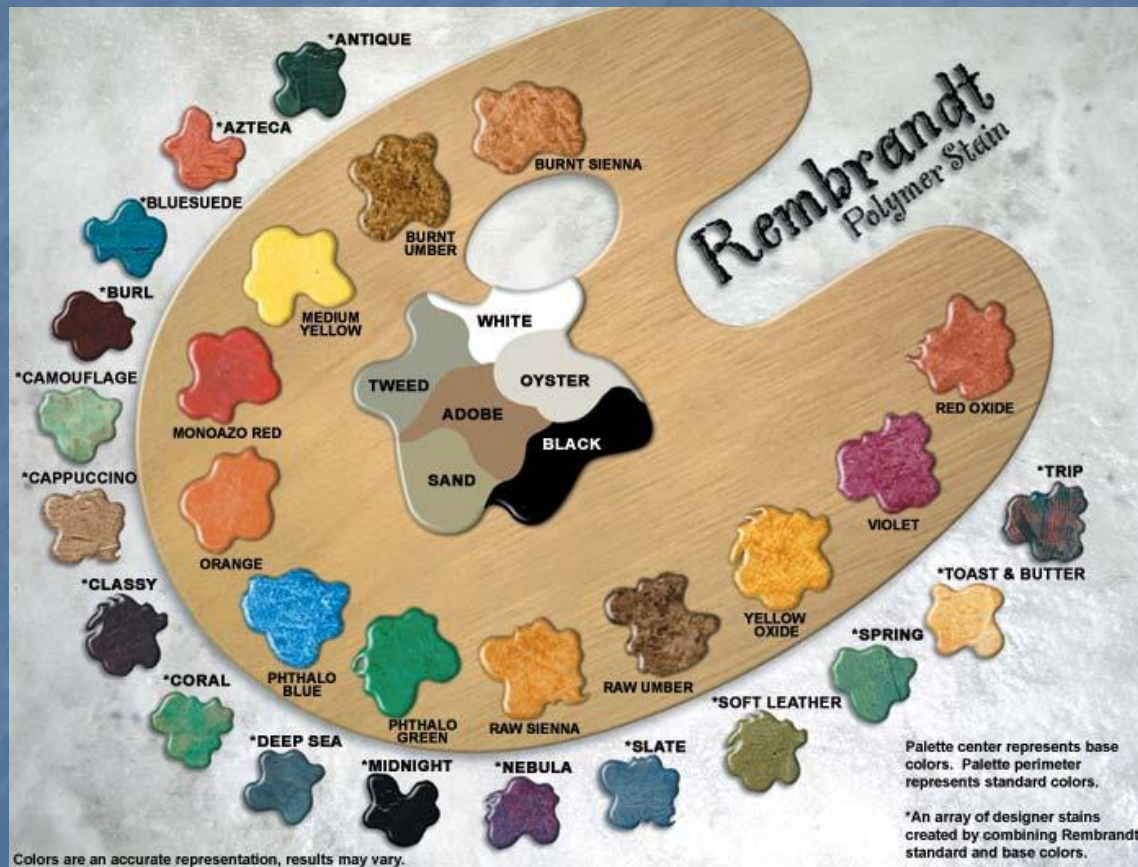
5. WHO ARE YOU?/P.O.V.

- First person or third?
- Any reference to “You”?
- Are you an employee, a user of the product, the head of the company?, a peer?
- How do you *feel* about the subject of the script? About the listener? Do these feelings change?

6. WHO IS LISTENING?

- One person or many? (most often, it's one)
- Age? Income? Etc.
- Needs? Why do they need this info?
- Make it personal

7. YOUR EMPHASIS – (What to “Hit”?)



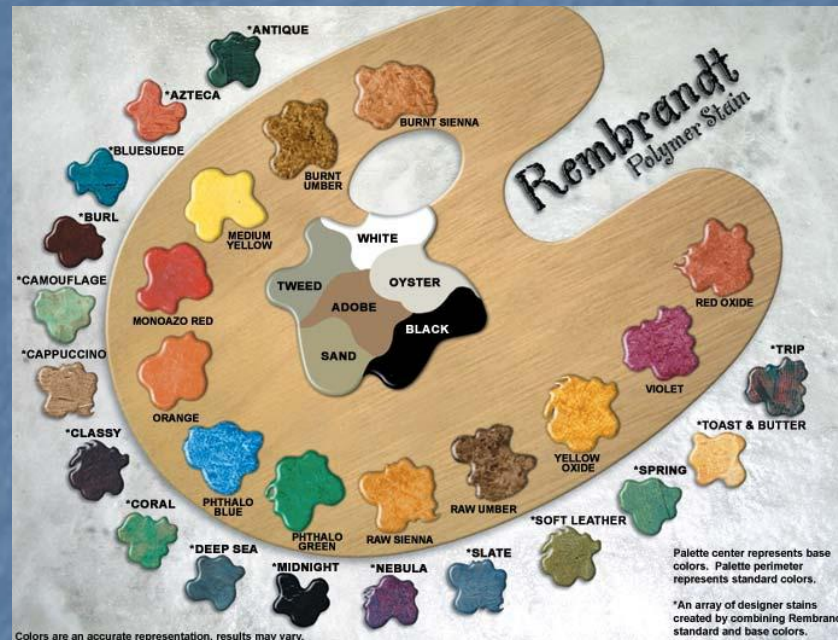
Have you ever wished that your hair was more manageable? **Softer? Smoother?** We have added two **revolutionary** smoothing systems that can make your hair have these very qualities. We are offering the Keratin Smoothing Therapy by Coppola which infuses Keratin deep into the hair cuticle, eliminating up to 95-percent of frizz and curl, leaving the hair smooth and luxurious. The results can last up to 3 to 5 months depending on the hair type.

In addition we have added the Brazilian Blowout, which actually improves the condition of your hair by creating a **protective protein layer** around the hair shaft to eliminate frizz and smooth the hair. It only takes 90 minutes and there is no down-time, and the results last up to 12 weeks. Ask to speak to a specialist and schedule your appointment today!

Some “Hits”

- Underlined by client 😊
- Descriptive words
- Benefits
- Action (command) verbs
- Comparisons
- New ideas
- Keywords: Product name! etc,

Valuing/Coloring Words

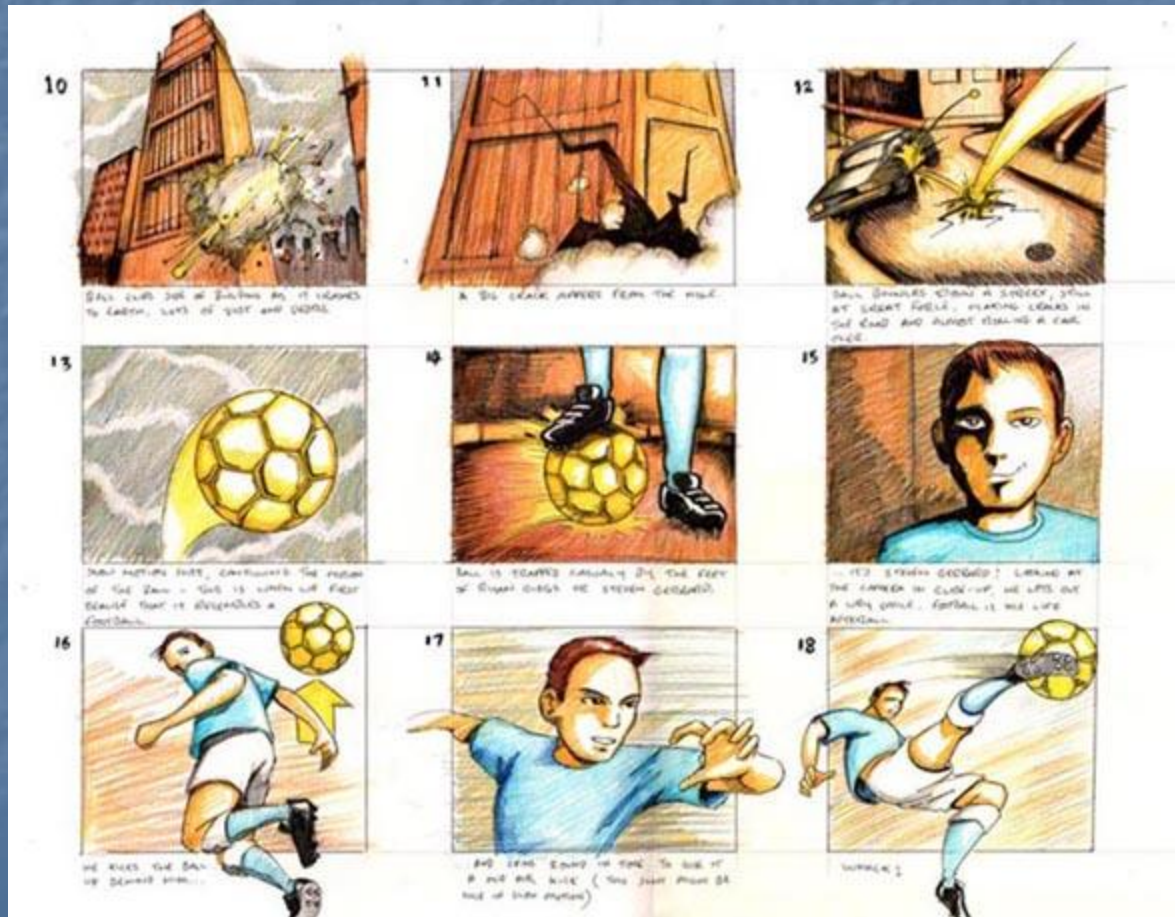


PINE GROVE

Imagine a grove of pine trees. Always green, even in the grays of winter. A natural colonnade – tall, straight, and fortified against the elements, **yet** welcoming radiant sunshine all the way to its soft, inviting floor. **Spend a little time** in this living temple, and you're sure to emerge a different person.

This is Pine Grove – one of the Nation's most comprehensive behavioral health and addiction treatment centers. Here, **nestled** among 22 acres of stately pines, you'll find inpatient, outpatient, and residential programs **strengthening** chemical independence, psychiatric health and emotional well-being.

8. SPECS, VISUALS AND MUSIC



Example

- the voice over is a key element in helping create the initial impression and bond with the audience. These are projects that require a certain amount of authority in the voice but also require a warm conversational tone and delivery. We are looking for a voice that has a quiet confidence. It should be deliberate, careful, thoughtful and intelligent. It should sound believable and able to deliver serious information without being too cold and emotionless in delivery, again our overall goal is to humanize these videos. They should also be able to have some range and to be soft and display a smile or pause when necessary.

This voice should not be gritty. It should also not be an announcer. We're conveying information, not broadcasting.

Age range should likely be mid-30's to mid-50's.

Example #2

Voice quality: Textured. Edgy. Non-commercial. Distinctive.

Age: No preference. **Sex:** Place casting emphasis on male, but would also like to hear some smoky, heavily--textured female voices.

The performance: Slow and deliberately paced. Intimate. Honest. Serious. Street smart.

Reference: Male: Baldwin brothers. Female: Linda Hunt. Janice Joplin (if she was alive and did v/o's)

More examples:

“.....a fun brand. Their tag line is Fun for All. All for Fun. That said, we need someone who’s fun-loving, spirited, and energetic yet genuine and approachable. This person must have a range to deliver tongue-in-cheek humor as well as more straightforward reads.

Some celeb references

Gals; Kirsten Wig, Katherine Heigl

Guys: Will Arnett”

Or...

- “Client would now like females only who could read as the character of a sheep or a star.” Please see attached images.
- Interpretation is up to you, please audition with a few options.

9. COPY MARKS

Editors' and proofreaders' marks are used in two different stages in the publishing process.

1. Before the copy (text) goes to the designer or typesetter. This is the copyediting stage, when your editor suggests corrections and revisions and asks about (or "queries") possible problems. If your editor requests hard copy, send a clean printout to the editor at the beginning of the project. Copyediting marks often go directly above the individual line of text being altered, so your document should be double-spaced ^{with} generous margins.

2. After the designer has finished laying out your text. At this stage you're given a proof—maybe a series of proofs to check for mistakes and omissions.

The symbols used to mark your changes are much the same as the ones used in the first stage. But since text in proofs is single-spaced, most of the symbols appear in the margin next to the problem line, next to the line of text being altered.

Carets (^), strike cuts, underlines, circles, and dots in the text itself show where each change is supposed to go. If there is more than one mistake in a line, parallel the correction symbols in the margin with slash marks. If a necessary addition is longer than a word or so, type it up as a double-spaced insert on a separate page.

Remember that this period is for catching errors, not for making corrections or revising. After marking text or proofs, reread your ~~corrections~~ to make sure they'll be clear to everyone who's working on the project.

Handwritten notes on the right side of the page include:

- 2.
- M/ta/Don-in
- lc
- stat/1/10
- C/h
- sp/1/1
- cap
- sp/1/1/1
- E/revising
- stat
- E

“Warm up” your script

Albert Einstein

Perhaps the most illustrious searcher / for the equation of everything / was physicist Albert Einstein, who spent the last 35 years of his life / trying to uncover such an overarching explanation.// Einstein’s own theory of general relativity, (published in 1916) explained gravity, (one of the strong forces in the universe) as the bending of space-time by matter.

10. MAKE IT YOURS



Self - Directing While Performing: Brain Ratio Left/Right?



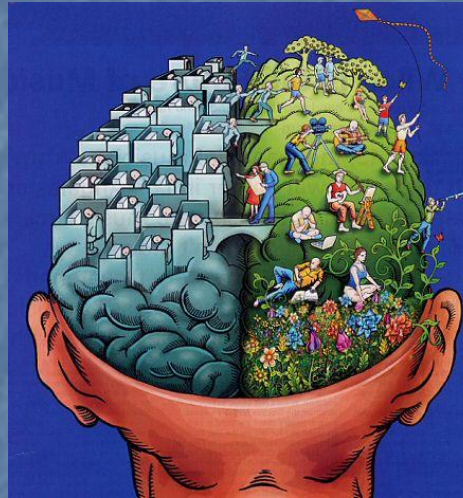
Specifically...

Left Brain - “notes”

Mark Errors on
script – or clap
Repeat if it sounds
slurry, froggy,
weird – clean for
edit

Remember delivery
tempo, pitch,
phrasing for
repeats

Is pitch repetitious?
Tempo?



Right Brain - “music”

Are you..

Relaxed?

Telling the story?

Do you understand what
you read?

Do you believe you?

Are you having fun?

How is your body
language?

Is your face involved?

Visualizing?



Questions?

- www.edgestudio.com
- www.randyekaye.com

Thank you!

