



MARKING / ORCHESTRATING COPY

Marking your copy is crucial to every read you do—make the time to do it. Reading an unmarked script at an audition or session is risky. To many voice actors, marking a script is like reading a map. To actors with a musical background, it's like orchestrating the copy. Read the copy through at least twice to get a sense of the melody and rhythm, where you take breaths, pauses, emphases. Place your marks above, below, on the side of, in between, through and around words or phrases.

Follow the copywriter's cue. Wherever the copy is **bold**, **CAPITALIZED**, underlined or *italicized*, stress it. But feel free to add or delete punctuation marks, and add words or phrases that you think will enhance your character and make the copy flow better. Don't be afraid to re-arrange words if they seem awkward. Insert ad-libs if you feel inspired. Many times the copywriter later incorporates it, and it makes you stand out in casting decisions. Phonetically spell out (in capital letters, if you need to) the client's name, geographic places or foreign words. All non-verbal cues should be in parentheses, i.e., (laugh), (sniff), (sob), etc. Emotions (happy, sad, afraid, etc.) can be circled. I also write "T" and circle it when I find a transition. Make sure to write everything *in pencil*. I advise against writing in pen or highlighting in color. Your character assignment may change; your initial interpretation of the copy may differ from the director's, and the copy will probably change during the session; it's impossible to erase ink or colored marking fluid. Practice marking copy on magazine and newspaper articles.

- / Take a breath. Some actors use a comma. Important for run-on sentences, or sentences with a lot of technical jargon.
- // Pause. For a longer pause, you can use ///, or if you have room, a dash (—).
- ~~~ Modulate your voice. Add vocal interest by wavering the sound: bending, pinching, scooping, sliding or stretching a word/note.
- ↑↓ Inflect up or down, either on a word or syllable. If it's a phrase or a sentence, extend the tail on the arrow.
- [] Taken as one phrase.
- ___ Stress/punch. This causes a natural upward inflection.
- Billboard. Usually the product name.
- ! Excitement! Add more (!!!) depending on the level of excitement!
- ...? Hanging question.
- () A parenthetical statement/aside (to be dismissed quickly, usually *sotto voce*)
- ┌┐ Stair-stepping: stepping up or down to enumerate points.
- T Transition.
- Stretching out a word.



MARC CASHMAN is one of the few voice-actors in the U.S. who is on “both sides of the glass”—as a Clio-winning Radio and TV commercial copywriter, producer and casting director, and as a working voice actor.

A veteran voice actor with over 25 years of studio experience, Marc has been heard locally, regionally, nationally and internationally, voicing thousands of Radio and TV commercials, dubbing foreign films, narrating dozens of audio books, and creating the voices of many CD-Rom, online and videogame characters. In just the past three years, Marc has won the *Listen Up!* Award from Publishers Weekly, two *AudioFile Earphones* awards, and was named as one of the “*Best Voices of the Year*” by *AudioFile Magazine* in 2008. Marc is currently represented by the Osbrink Agency in Los Angeles, California, plus many other local talent agencies around the country. He brings a high level of professionalism, humor, energy and creativity to every voice acting session.

As Creative Director of Cashman Commercials, he creates, casts and produces copy and music advertising for radio and television clients such as Kroger, Charles Schwab, Quizno's, Pella Windows and Pabst Blue Ribbon Beer among many, many others. Over the past twenty years, Marc has won over 150 local, regional, national and international advertising awards, which include the ADDY, IBA, SUNNY (So. California Broadcasters), INTERNATIONAL RADIO FESTIVAL OF NY, SILVER MICROPHONE, LOS ANGELES BELDING, LONDON INT'L ADVERTISING, and the prestigious CLIO, on behalf of hundreds of ad agencies and clients across the country.

In addition to his production schedule, he instructs voice acting of all levels through his classes, *The Cashman Cache of Voice-Acting Techniques* in Los Angeles, CA, coaches One-on-One via telephone and the Internet and produces V-O demos. He also has a monthly online column with [Voices.com](#), [VoiceOverXtra.com](#) and [NowCasting.com](#): *Ask the VoiceCat*.

Marc is also a guest speaker at dozens of Advertising Clubs and Broadcasters Associations throughout the U.S. and other countries, and was a Keynote speaker and Master Class instructor at the VOICE 2008 convention in Los Angeles. A Google search reveals over four pages of information on his accomplishments. Listed in [Who's Who in California](#), he's been interviewed in many trade magazines and newspapers and on numerous radio and television

programs. He can be contacted at 661-222-9300, via email at cashcomm@earthlink.net or his website, www.cashmancommercials.com.