



SESSION 3 RECORDING A SCRIPT

NOTES

1. Review MOCISM

Read and interpret copy by answering the questions: WHO ...WHAT...WHERE...WHEN...HOW whenever applicable.

2. Timing Is Of The Essence

- A. Once you've read and understood the copy, make your break marks and underline words you'd like to inflect.
- B. Each reading begins with a full breath intake *...then a one half exhale.*
- C. Test read the script with a stopwatch. Try your best to read it in the required time.
- D. Your internal clock can be developed to amazing accuracy with practice. **NOTE:** Don't sacrifice the quality of the 'take'—emphasis, pacing, clarity, etc.—for *absolute* timing accuracy. The studio recording engineer can 'stretch' or 'tighten' a great 'take' by a second or two with electronic editing tools. As with most professional skills, they improve with experience and effort.
- E. Use hand movements to feel and act out the copy, but **NEVER** move your head from the microphone placement, or it will distort your recording and you'll have to repeat it.
- F. Whether you stand or sit while recording copy is a personal choice. As a general rule, standing gives you better breath control and voice projection. Try it both ways when you record yourself to determine what works best for you.
- G. As I said before, always try to have a cup of hot water, with lemon, with you when you go into an audition or recording session. It's a good habit to get into to keep your vocal chords relaxed. This is especially important when doing long recording sessions, such as narrations. *(And of course, be sure to avoid coffee and tea.)*
- H. Always ask to hear a playback of your first few takes during an audition or a recording session. **This is a vital audio reference point** for the creative people—and yourself—to evaluate and make any necessary improvements or changes in the *way you hear, feel or deliver the copy* in the reading. Extra effort always helps to achieve that better final product everyone wants. All put together, music, sound effects and video, are aids to helping you produce the reading most desired by the creative team.



SESSION 3 RECORDING A SCRIPT (cont'd.)

NOTES

3. Developing A Good Ear

- A. Get into the habit of listen to and studying voice-over recordings from all sources: i.e. TV (Discovery Channel), movie trailers, news channels and radio advertisements. You can always find something interesting that you can apply to your own technique at a given time.
- B. Start thinking seriously about the 'messages' and 'attitudes' that move and influence you personally. (Advertisers will love you for that . It's what they spend all that money for.)
- C. Pay attention to the 'sound effects' and 'music effects', so you become familiar with the mechanics of a commercial. As you get into this habit—and you must, if you're serious about a voice-over career—you'll start to understand the various styles and techniques of advertising, and begin to develop your ability to shape your reading styles.
- D. Create a 'Notes' file on the spots you listen to. List the name of the spot, where and what time you heard it, what you liked or disliked about it, and what you would do to improve and make the voice-over performance more memorable.

4. BRAIN BULLETS: *Sharpening Your Timing To A Pro's Edge.*

- *Work with the same :30 announcer script and try to achieve different time objectives (i.e.: 3 or 4 seconds under, and then 3 or 4 seconds over the mark.)*
- *To sharpen your performance—if you haven't done it yet, reconsider investing in an adjustable music stand and an inexpensive wall clock with a sweep second hand. Hang the clock so it's just visible over the top of the script as you practice tightening and stretching takes. I find it easier than using a stopwatch.*
- *Improving your physical conditioning improves breath control. Aerobics training, yoga, biking, a Stairmaster and other cardio activities help a lot.*
- *Always use a pencil to mark your copy.*



SCRIPT C-3 TAGS and ID's - TIMINGS

Tag: to be read in: 10, 09, 08, 07, and 06

CREST DUAL ACTION WHITENING HELPS WHITEN TEETH AND REPELS STAINS SO THE WHITE YOU GET IS THE WHITE YOU KEEP. TURN ON YOUR SMILE. FOR GOOD.

Tag: to be read in: 10, 09, 08, 07, and 06

EDWARDS SUPER FOOD STORES IS PROUD TO TAKE PART IN "OPERATION FIRE SAFE". STOP BY YOUR LOCAL EDWARDS STORE FOR A FREE FIRE SAFETY BROCHURE WHILE SUPPLIES LAST.

Tag: to be read in::10, 09, 08, 07

SO CALL 1800-HOUR LOAN TO APPLY. THAT'S 1800-HOUR LOAN AND RECEIVE OUR FREE BROCHURE ON SMART INVESTING FOR YOUR FAMILY AND YOUR FUTURE ...NOW.

Tag: to be read in: 10, 09, and 08

EVERY TIME YOU USE YOUR SUN TRUST CHECK CARD, YOU'RE ENTERED TO WIN VOLKSWAGEN'S NEW BEETLE, IN THE SUN TRUST CATCH THE CHECK CARD BUG SWEEPSTAKES. THE MORE YOU USE IT, THE MORE CHANCES YOU HAVE TO WIN!

TAG: to be read in: 05, 04.8, 04.6

NOW IN AMERICA. CARAPELLI OLIVE OIL. THE PASSION COMES POURING OUT.

ID: to be read in: 03, 02.5, 02.2

MERCHANT BANK. AN EQUAL OPPORTUNITY LENDER. MEMBER FDIC

ID: to be read in: 05, 04, 03.5

THE CHRYSLER CIRRUS. THE MOST EXHILARATING EXPRESSION YET OF FORM FOLLOWING FUNCTION.

ID: to be read in: 05, 04, 03.5

SEE ALL THIS AND MORE, WHEN NICKELODEON RETURNS NEXT FRIDAY AT 8PM EASTERN-5PM PACIFIC.

ID: to be read in: 05, 04.5, 04

JOIN CLAIROL HERBAL ESSENCES IN CELEBRATING THE FILM DEBUT OF BRITNEY SPEARS IN "CROSSROADS", FEBRUARY 15TH.