



Beth Lasch, Voice-Over Talent, Blazes a Trail in Audio Production

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Beth Lasch, owner of Lasch Media Productions, uses her voice to give life to the projects of her clients as well as the Lasch family legacy.

PR9.NET June 05, 2007 - Toronto, Canada – While other secondary school students were watching television after a day of learning to occupy their time, Beth Lasch and her twin sister Amy were performing in advertisements watched by their classmates, featured in TV ads for Burger King, AT&T, Ponderosa Steak House, Mernsmart and many other companies on the road that lead to membership in the Screen Actors Guild (SAG).

Their twin paths diverged when Amy Lasch went on to become a make-up expert and hair stylist to the stars and music legends and Beth Lasch pursued work behind the camera as an editor, designer, and developer of studios, creating her own television shows and winning numerous awards for her productions.

Beth got her start in voice overs at Lasch Media Productions, a company founded by her mother, Judith Lasch. While working with Judith, Beth single handedly performed all of the company voice overs in-house for over twenty years, earning the business and respect of customers.

For years, Lasch Media Productions won national recognition and awards, being flown around the country to collect them and had received very favorable reviews by Libraries and Schools. Sadly in 2006, the founder of Lasch Media Productions, Judith Lasch, Beth's mother and business partner, passed away. This significant loss changed the way that Lasch Media Productions operates and Beth has taken over what Judith used to do, which was the recording of voice overs for Lasch Media Productions television shows as well as the added responsibility of hosting programs.

About twelve years into Lasch Media Productions, Beth Lasch started producing her own program called F# Sharp TV, which still airs today, eleven years later. Beth hosts the show and does all the voice overs as well as shoots, edits, and distributes the program. After years of hearing consistent and quality voice overs, clients who liked Beth Lasch's voice started asking her to record voiceovers for their multimedia projects. Now Lasch Media Productions offers an array of other voices in addition to Beth's voice over services, outsourcing work to voice talent for productions that require a different voice type.

When asked what the motto for her business was, Lasch Media Productions owner, Beth Lasch, said, "Do not go where the path may lead. Go instead where there is no path and leave a trail."

To learn more about Beth Lasch, visit her websites:

<http://www.laschmedia.com>

<http://bethlasch.voices.com>

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