



The Art of Voice Casting Podcast Now Live

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Voice Casting has always been an enigmatic process until now. Voices.com educates customers on how to find and hire voice actors like a pro.

PR9.NET December 05, 2007 - San Francisco, CA - Voices.com, the voice over marketplace, is an online web service that takes finding the right voice for the job to the next level while subscribing to simplicity. Their latest innovation, created specifically for people who search for voice actors, is the Voice Casting podcast - a podcast available in the iTunes Podcast Directory that helps everyday people learn how to pick the right voice to gel with their project.

For many small business owners and organizations, the very thought of having to pick the best voice to recite their messages is a tad intimidating, kind of like selecting the appropriate wine to pair with a meal when hosting a dinner or a party. When an individual is not an avid connoisseur of fine wines, the joyful opportunity to buy the beverage becomes a bit of a chore and frustration. This is the precise reason why Voices.com took the initiative to produce the Voice Casting podcast.

Voice casting, an industry term for picking a voice to record for a role or a project, is often perceived as an art, but with the help of Voices.com and podcast host Stephanie Ciccarelli, this mysterious craft has been turned into a science, enabling people to comfortably identify and select the voice that meets their requirements. Not only does the Voice Casting podcast help customers with creative tips about the voices, it also hits on topics such as branding with voice over, building a reputation with voice over, and everyday items that make finding the right voice and working with a professional voice actor much easier.

The first several episodes were received with excitement by the voice acting community. The Voice Casting podcast fills a void where there once was a missing link in the audio industry. As such, Voice Casting performs a number of functionalities that benefit the world of voice acting and is considered a vehicle that promotes the implementation of voice over services with the principal goal of educating businesspeople on how to find and hire talent armed with the knowledge they've consumed by listening to the Voice Casting podcast.

Episode one is about how to search, find and hire voice actors, episode two discusses gender (Battle of the Sexes), and most recently, episode three drills down on accents and dialects, emphasizing the importance of localization and the hiring of native speakers of a given dialect when scripting recording a voice over for regional and foreign markets.

The Voice Casting Podcast can be found and subscribed to for free in the iTunes Podcast Directory and online at the Voices.com Podcast Center.

To learn more and catch the first few episodes, visit the Voice Casting podcast website:

<http://podcasts.voices.com/voicecasting>

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About Voices.com

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Based in Ontario, Canada, Voices.com provides an online marketplace, facilitating transactions between business clients and voice-over professionals employing a comprehensive suite of web-based services. Clients that have worked at Voices.com include NBC, ESPN, PBS, The History Channel, Reader's Digest, Comcast, Nortel Networks, Bell Canada, Microsoft, Cisco Systems, ING, Western Union, Ford, GM, Jaguar, US Army, the US Government and more.

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