

# PERFORMERS THEATRE WORKSHOP

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## Pro-Track Meets the Growing Need for Voice Talent

Elite performers are adapting to remote opportunities using one unique and versatile asset: their voice. Voiceover work is thriving. Talented young performers are benefiting. PTW has taken note. Our students are already receiving callbacks for voice roles. PTW's elite training amps up the chances of not only landing the audition but booking the gig.

This semester, we're preparing serious students to command the evolving voice over landscape — from their own living rooms — with critical guidance from expert PTW faculty and guest presenters who specialize in booking voiceovers.

## Pro-Track Voiceover Intensive Series

Through a five-part Voiceover Intensive Masterclass Series within PTW's constructive and nurturing environment, Voiceover (VO) experts will ensure students adopt skills and strategies they need for booking the gig. \*\*The series includes a tech prep ahead of the first session, so each student can work one-on-one with PTW's online tech crew and everyone feels prepared and pumped.\*\*

## Do You Speak Media?

### Voice Acting for Commercials and Promos

**Session 4: Jeff Howell**, Voiceover Casting Director at Netflix

Sunday, November 22, 2020

On Zoom

12:30-1pm Sound/Video Check; 1-4pm Masterclass

\$395 Participant; \$75 Auditor



## Course at a glance

You're smart. You're talented. You're driven. So why haven't you booked VO? Many gifted performers remain clueless over what casting directors expect from voice actors — even unknown terms can throw you off in the middle of an audition. Like — What's copy? What's a conversation read? What direction did I just receive???

Deep breath. In this course, you'll learn to speak voiceover. Together, we'll refine your talent and you'll adopt new skills for synthesizing commercial and promo copy; approaching audition copy with a strong, relevant concept across specific media formats; and reading conversationally when the copy's not written conversationally — among many other strategies you never knew existed. We'll also tackle agency representation, management, union/non-union gigs, online presence and secrets of the demo reel.

## Meet Jeff

Jeff launched his VO industry career as a voiceover agent at Abrams-Rubaloff & Lawrence, then crossed over to Casting Director and Radio Producer at Bert Berdis & Company, before becoming VP of Production at World Wide Wadio. He has produced radio commercials for hundreds of national accounts (Chevy, Bud Light, VISA, American Express, Starbucks) and radio/TV promos (CBS, FOX, Comedy Central, Food Network, A & E, NatGeo). Jeff worked as post-production supervisor and director for numerous sci-fi audio novels produced by Leonard Nimoy. He has directed narration for Fox Searchlight, Travel Channel, DIY, Food Network and The Smithsonian.

Currently, Jeff is producing and directing all things voiceover including animation, commercials, promos, narration, dubbing and IVR. Recent projects include directing the Emmy Award-winning animated program "Wally's Opening Day," and he recently cast and directed the dubbing for numerous international Netflix films including: "I Am Not An Easy Man," "Jefe," "Nothing to Hide," "Who Would You Take to a Deserted Island," "A Fortunate Man," "Naked Director" and "Bordertown 3." He directed voiceover for the Emmy Award-winning 2018 Nike TV campaign featuring Colin Kaepernick. Jeff teaches in Los Angeles, New York, Chicago, Seattle, San Francisco and London.