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MEDIA RELEASE

FOR IMMEDIATE RELEASE

Voice Over Workshop's O'Connell Kicks Off 2011 "Voice Over Experts" Podcast *Voice Over Consigliere recognized as "One of North America's top voice over coaches & voice talents"*

LONDON, Ontario, Canada, January 10, 2011 - - Sampling has been a necessary tool for most businesses throughout history and the same is true today for voice actors who audition for jobs by providing an audio sample of a script for clients. If the client likes their audition, the voice over talent gets hired for the project. With so many people auditioning for the same job, however, the key point of difference is how to best prepare and properly execute the voice over audition.

Voice Over Workshop owner and professional voice talent Peter K. O'Connell (also known as the *Voice Over Consigliere*) shared his professional insight on voice over auditions in the recently released Voices.com podcast "Voice Over Experts". O'Connell's episode was titled "The First :15 Seconds" and explained why it's important for a voice over demo to establish the tonality of a script, the sell, and the relationship with the listener within the first fifteen seconds of an audition.

"The truth is voice talents have at most fifteen seconds to truly grab a producer's ear and a casting agent's attention," said O'Connell, who has been recognized by Voices.com as one of North America's top voice over coaches and voice talents. The podcast can be heard at <http://podcasts.voices.com/voiceoverexperts/>.

Voices.com is the voice over industry's leading website that connects businesses with professional voice talent. Clients that have worked with 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, Firestone Tires, American Airlines, the US Army, the US Government and thousands more.

Peter K. O'Connell owns Voice Over Workshop, which provides professional voice over training to novice and experienced voice talent world-wide. A professional voice talent since 1982, some of Mr. O'Connell's professional voiceover credits include productions for the Public Broadcasting Service (PBS), Shell Oil, Starz Cable Channel, Time Warner Cable, New Jersey Tourism, J. Walter Thompson Advertising, Cleveland Browns, Harlequin Enterprises, and Pathmark Supermarkets. O'Connell's voiceover skills have been heard world wide in retail commercials for radio and TV, medical narrations, infomercials, e-learning narration projects (computer-based training, internet-based training or web-based training) political commercial voiceovers, TV network promos, public service announcements, as well as other video productions.

O'Connell also owns audio'connell Voice Over Talent is a worldwide, English language-based voice talent business. The company provides voice talent for commercials, animation, corporate narrations, documentaries, broadcast voice imaging, audio books and messaging on-hold. Founded in 1982, world-wide industries served by the audio'connell include advertising agencies, media and broadcast production companies as well as both large and small businesses. Sister company International Voice Talents provides similar services, using professional foreign language male and female voice actors. audio'connell Voice Over Talent, International Voice Talents and Voice Over Workshop are all a part of O'Connell Communications, LLC.

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► NOTES TO EDITORS

Company Media Releases ON LINE:

<http://www.audioconnell.com/media>

Company Name Pronunciation:

au-dio-o'-con-nell (awe-de-oh-oh-kah-nel) **or** au-di-o'-con-nell (awe-de-oh-kah-nel)

Company Name Spelling:

Use lower case letters- audio'connell or audio'connell Voice Over Talent

Company Web:

<http://www.audioconnell.com>

Company Blog:

<http://www.voxmarketising.com>

Corporate Web:

<http://www.oconnellcompanies.com>