

Actor	Notes
Ash_Haglund_IOMEGA.mp3	Liked take #1 a lot. Nice understanding of the attitude that would be looking for. #2 was also a good example of following direction.
Aesha_Zephyr_CALOTTO.mp3	I feel the main intention of the client "sell" is missing in your choice of read. Your read is a nice story. The excitement of "if you play this you could win and get all this" is missing. I mean a subtle excitement.
Aimee_Gironimi_CALOTTO.mp3	I like take #1 a lot. You have the right excitement that the client would want for their sell. You also put a nice amount of personality into descriptions to make the ultimate experience of winning this game fun. Really nice.
Ana_Leiva_Bolt.mp3	The emotional feel that you have lent to your read is not right for this spot. The missing link is you don't feel positive. Read #2 was more excited rather than positive.
Andre_Ricarte_Missions.mp3	I did not feel your "connection" to your message until you got to the last two sentences of your second read. Connection to your message is so important.
Annabel_Rosario_MISSIONS.mp3	I feel the main emotional message of what your read should be for this spot is missing. The main emotional feel that this spot is calling for is an "inspirational read"
Carrie_Carney_CALOTTO.mp3	The overall feel of the client sell for this spot is missing. The read will have to be one of motivational excitement. The nuanced excitement that if I play this I could win all this. However, excitement as many
Cean_Houston_Greektown.mp3	First figure out the emotional feel the client would want for this spot. In this case it would be "upbeat, delight". There would also have to be a motivational intention in the voice to move the listener to make a move to going to this place. I feel your read was missing these elements.
Charles_Coats_Nortust.mp3	Your first read is somewhat like a factual story teller. It is lacking the feeling of relatability, understanding a positivity that this product would need to have someone attracted to wanting to use it. A warmth would be part of that element. Your second read is a little closer, but if the first read is not right, I'm afraid no one will listen further to the second read.
Charlotte_Ann_MCDS.mp3	Your take #1 is almost there. A little more of the feel that you actually work there would be good. One way you would find this is by using transitions. You have a great transition starting at the end with "Now, I know they have all kinds". That's great all the way to the end of this take #1. Take #2 is way off base. Even though you might feel you gave a "slam dunk" on take #1, your take #2 would have to make sense.
Christian_NielsonBuckholdt_Milgard.mp3	The main emotional feel of your read was compassion. You will need to add positiveness too for the read to work. The positive feel is the feel is what is needed to be added that will gravitate me towards this company.
Christina_Williams_MCDS.mp3	Almost there in your read, but not quite. I hear words being said but I don't feel "the person" behind the words. This will take some acting. The person would have to have of course, positiveness, but also pride in working there. I would need to get the feel from listening to this voice that I will be well taken care of by people who care, and of course be in a bright environment.
Curt_Ford_Northern Trust.mp3	This is a good read. It has a good emotional feel to it. I feel is positive, knowing and grounded. I also feel relatability.

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Cynthia_Melendez_Zip.mp3	This is a good read. Nice tongue N cheek. Nice feel of supporting what the picture might be. Take 2 is good too. On take #2 the words "you saved" could have been handled with more meaning. After all the product is all about saving material.
Danielle_Rhodes_CALottery.mp3	Read has a great feel for what is need here. Just the proper positiveness and delight to move me to want to buy this product. Read #1 works. Read #2 is different and shows range, but doesn't work for this product sell.
Diana_McCleery_MCDS.mp3	This will take a little more acting so I feel the person I'm listening too is actually in the environment, loving what they do, have pride in the palce. The acting adjustment should change your read to be just right.
Gina_Scarpa_lomega.mp3	Gina, this read of take #1 is really great. Each sentence has a great choice. Take #2 is of course different and also right on! Really good work!!!!
Ginger_White_Bolt.mp3	Think of the emotional feel that the cleint would want. You'll need to add a feel of positiveness for this to work. Read #2 is almost there. There is also another eliment need and would would be Inspiration. This company/product is ahead of the curve. Think of it a little on a pedistal.
Greg_Beastrom_MCDS.mp3	Good!!! Your read sounds like "someone" who will make my visit there very pleasant. You have the right elements of feeling very, very real, you have pride, you sound positive and you love what you are doing. I like Take #1 better than take #2...but of course you would give a variation of take 1. You made a good choice.
Hannah_Hellwig_Milgard.mp3	First read is really good!! Yop hit the right emotional feel of this spot which should be, positive, knowing, relatable. Relatable has a lot of complixity in it which includes friendly. Your second read is a good second read choice.
Jacob_Tarconish_IOMEGA.mp3	Regarding the change you made in your voice on your first read...when we call you in for an auditin, we call you in because we are familiar with your voice. I would suggest not changing your voice to a character voice. Using your own voice with the proper choices is the best way to go. On Read #2 you got very broad in the later part of the script. Keep in mind this is a VO spot and your read should be supporting the picture. If you get too big, you overtake the picture.
Jane_Beverley_MISSIONS.mp3	Hi Jane, your choice here is story telling. However, the main emotional feel of this spot is supposed to be inspirational. The proper read should be inspirational. Be aware when you read a script over of what it is telling you. The words in script is telling you the message is inspirational.
Jen_Antkowiak_Missions.mp3	Decide on the emotional feel of the spot and have your read fulfill that emotional feel. This spot should have a positive, inspirational feel. Your first four of five words feel as though something is serious and wrong and continues through the spot. The very first words should sound postive and inspriational. Your second read is always lacking the inspirational feeling they would want from this spot.

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Jerry Schlapak_MCDS.mp3	I feel your choice of character is much too big and not in line with how this company would be branding itself with this spot. The guy speaking should be knowledgeable, likeable, helpful to customers and prideful in the place and work he does. He should also be relatable. The spot would be marketed for people to feel welcome and comfortable. I would suggest to figure out how a spot is marketing the product and you can then figure out how to direct yourself. Take notice of your editing in both spots. You have edited out all moments. There is life that lives in the moments. You basically have over edited.
Jessica_Lehman_CALOTTO.mp3	Take #1 is a bit too story telling. Take #2 is better. This spot should have a little "drive" in the subtle excitement. Your intention should be to get the listeners to take action. There is a certain rhythm that would be needed for that. Adding this would make your read more than being excited for Brenda. They are using Brenda as their sell for the product. I feel if you understood how to analyze all this, you would not have had a problem adjusting your read to work.
Joe_Hernandez_Northern Trust.mp3	Good choice of direction. The spot should give a feeling of this company being knowledgeable and trustworthy..also friendly to it's customers. Your choices worked well for this spot.
John-Henry_Kurtz_Missions.mp3	Your first sentence was off and then you got into the right choice to deliver this message. The right choice is inspirational, which is positive. Your first sentence should start out with that feeling too. Take 2 is not the best of choices but I understand you needed to give a different read and I like what you did.
Kennedy_Hibbert_MCDS.mp3	You sound a little sarcastic about the changes. The choice should be delighted about the changes. If you understand how they are using you for their sell you would have made the right choices. This young woman speaking is working at the place, has pride and delight in the company she works for and is positive. When we hear the voice she represents a feeling that when I go there I will be well taken care of in a positive environment. They are always making change..and they are always good changes. They have always been reliable and always will be.
Kristen_Creager_Greektown.mp3	Your choice is a little too much of a story teller. This needs a bit more excitement to motivate the listener to go there.
Leanne_Maksin_MCDS.mp3	Very good choices and execution of the choice. You sounded like you worked at the place, you were, bright, proud, friendly, inviting. Very good!
Leigh_Lovett Laird_MCUL.mp3	Very good. You sounded knowledgeable and approachable. I would trust going to this credit union because of the emotional feel you put into this spot.
Leonie_Schliesing_IOMEGA.mp3	Very good choice of tongue N Cheek. However, remember this is TV. Your read was a little too big. You would have taken over the picture. Make your reads for TV more of a supporting role/support the picture. Your second read with an accent is not a good choice. We would not be interested in an accent if our direction did not indicate something about that.
Matthew_Parham_MCDS.mp3	Good choices, Matthew. You are right to sound like the worker at the place. You sounded like you care about where you work, you have pride, you are happy there and you are a great customer service person. All adds up to a good choice.

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Michele_Morgan_MISSIONS.mp3	Your choice sounds sad. This is not the right choice. The right choice for this would be inspirational. The elements that go into inspirational are positive and feel good. Your second choice was more dramatic. It is clear that you approached this as a dramatic monologue. I would suggest to look at a commercial spot and figure out the feel they want for their "sell". You are apparently a good actor, so I'm sure you will have no problem with achieving the feel you want.
Michelle_Philippe_MCUL.mp3	You have the right idea to sound relatable, but you went too personality driven for this spot. I would suggest to tone down the personality and add more knowing and confident to this person speaking. Don't forget your voice is representing the feel of the product or in this case the type of person who would use this product.
Rebecca_Thibodeaux_CALNEC.mp3	Your choice is good but your transitions are not being handled properly which is making your read too one-note. I would suggest to identify your transitions and work on that for the result of a read that could be recognized to go to the booking level.
Renee_Payne_BOLT.mp3	Your read #1 is too sing-songy. It also sounds automated in parts. At times it actually sounds like an AI voice. Your second read also sounds rather AI. You would want a read that sounds like relatable, knowledgeable.
Ro_Dempsey_Missions.mp3	Your read should sound a bit more upbeat and certainly positive. This should be inspirational. The elements of inspirational are upbeat and positive. Both takes are too dramatic.
Roy_Halo_McD.mp3	Very good choices. You sounded like someone who works there who is proud of their work and where they work. They love customer service, they are upbeat. I feel your Take #2 is too intimate. An intimate read does not go with "being out there", which you could be as this proud employee.
Shelley_Anderson_Missions.mp3	Your choice is good to sound inspirational. I would suggest to add a bit more positiveness. Inspiration is positive because it is a window up to great possibilities.
Shelly_Raffle_CA Lucky for Life.mp3	Good choice of personality. Good energy to drive the listener to buy the tickets. I would suggest to add a bit more brightness to your voice in the beginning of Take #1. I sound like you are trying to be brighter in take #2 by getting more excited. I would suggest to record your voice a little higher in register to get brighter or perhaps "lift up" a bit instead of your natural flat, grounded tone. Record some and see how that works.
Stella_Valente_CA Lottery.mp3	Your read should sound like you know Brenda more. That will change the feel of your read away from factual statements. The more familiar the spot feels, the more I, as a listener, will feel this could happen to me.
Tim_Powers_MCUL.mp3	Hi Tim, No needs for the "toughness and tension/push" in this read. All you need for this is a knowing, confident, steady, read to give the listener a feeling that if they use this company, they have a smart, knowledgeable, knowing company that they will be with.
Vince_Melamed_IOMEGA.mp3	Excellent read. Good choice and right on the mark for tongue N cheek and right tone for supporting the pictures/visuals and not taking over. Good subtle change for your second choice.

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Willow_Evans_MCDS.mp3	Your Take 2 is on target and a very good read for this. The reason is because you have just the right amount of delight and pride in your voice. Take #2 does not have enough. It is most likely that if the first read is not on target, those of who listen, will not take the time to go to the second read. In this case, for this spot, recognize that this voice is a person who loves working there, is proud and loves customer service.