

Directions on scripts often include adjectives like: personable, non-announcer, friendly, comforting or confident and authoritative. As you read over the script below you'll see how different parts of it warrant different reads with those adjectives in mind.

A friendly voice on the radio connects Emma, a recent nursing school grad with a nearby trusted dealership for her very first new car.

A comforting instructor from an online video, teaches Ron, a retired naval engineer, how to inject the new medication that will relieve his arthritis.

A commanding authority between halves of a game, explains why Jen, a realtor and longtime Food bank volunteer, should be your next mayor.

Human voices connect us to friends, businesses, teachers...each other.

For the most impactful, *human* voices: trust the *professional* voices of Studio Center.