



Scripts:

Essentials of Voiceover

— SCHOOL OF ACTING AND —
VOICEOVER



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Panera Bread - Right Way

M or F

When Panera began, we decided to get up every day and bake fresh bread from fresh dough.

That decision made us wonder. What else could we do the right way? Could we make food that lives up to our bread? And could it be food you could trust, with ingredients like chicken raised without antibiotics? Could we come together as a community and help feed people in need?

We already have. And every morning, we start again. Panera Bread.



Blue Cross/Blue Shield of MN

M or F • :30

Just what does tomorrow hold? The power. The possibility. For this moment belongs to you. A time of Rebirth. Reinvention. Revolution. Because the name that's been there since the beginning of Medicare in Minnesota offers coverage for wherever you are on the road of life. So you can truly be the force you were born to become.

Blue Cross and Blue Shield of Minnesota.

Live Fearless.



Coldwell Banker

We believe.

We believe in home and all the magical things that come with it. We believe in forts made from sofa cushions and blankets, licking the frosting off the mixer and hanging masterpieces on the refrigerator door. We believe in gardens and that the sun recharges your soul. We believe in sending your neighbor smoke signals and celebrating for no reason at all. We believe in Friday night sleepovers and Sunday morning sleep-ins. We believe in the man cave, the woman cave, and having a lock on the master bedroom door.

And finally, we believe your home really is your castle and that our calling in life is to find the one that's perfect for you. Coldwell Banker. Fulfilling dreams for over a hundred years.



Nike

All your life you are told the things you cannot do. All your life they will say you're not good enough, or strong enough, or talented enough. They'll say you're the wrong height, or the wrong weight, or the wrong type to play this, or be this, or achieve this. THEY WILL TELL YOU NO, a thousand times no until all the no's become meaningless.

All your life they will tell you no, quite firmly and very quickly. They will tell you no. AND YOU WILL TELL THEM YES.



Dunwoody Institute

M or F

You're looking for the perfect job. A job with flexible hours to suit your active lifestyle. A job that doesn't require hard sole shoes, or even bathing. A job where you can work an hour a day dressed liked Richard Simmons, then go home and wait for the checks to role in. You're looking for a high paying job where people are always telling you how great you are and how much they like the way you say certain things. You can have the perfect job, when you're a professional radio announcer.

There's just one problem. I already have that job. And one more problem, your voice sucks. Here's a friend of mine. He also has the perfect job.

The almost perfect job is waiting for you when you're a graduate of Dunwoody Technical Institute of Minneapolis with training in 19 rewarding careers and a placement rate of over 95 percent. Visit Dunwoody.edu or call 612-374-5800 today.



Geico

These days, it seems as if every car insurance company needs a symbol. Things like a blanket...or a hand. Well, if Geico had a symbol, it would surely be the frontal lobe of the cerebral cortex. You see it's here, deep within the brain, that nerve impulses figure out, "Hey...it's smarter to buy car insurance from Geico."

Over ten-thousand drivers switch each week! So call for a free rate quote today.

Yep, the brain's a great symbol. We just can't imagine the medulla oblongata on our stationery.

Call 1-800-4-GEICO. Geico Direct. The sensible alternative.



H&R Block - Instant RAL

M • Read like a "Dear John" Letter

MAN: You know what I hate about taxes? (SIGHS) Just ticks me off. Why's it always take so long to get your refund? I mean, last year, I read the average time someone had to wait to get theirs was something like four and a half weeks...

And that's just the average! I know I wasn't any four and a half weeks. More like two and a half months!...

Look, I know there's 52 million or whatever of us paying taxes but...(SIGHS) I don't know, I guess I sort of figured they'd have this thing a little more figured out by now.

It's not like I need the money that bad. But, come on...It's my money. I'd like it back, you know? I've got stuff...I've got things I could use that money for...now.

ANNCR: Instant RAL, only at H&R Block. Walk in with your taxes, walk out, with your refund. Call 1-800-555-1234 or visit hrblock.com for more information.

LEGAL: Additional fee charged for loan service by Household Bank, FSB. Interest rate disclosed by bank. All fees deducted from loan amount. Loan subject to approval.



Mall of America

F

"You know, they've asked me to say a few words about the delights of shopping at the Mall of America, but I personally think it's a big mistake. You are really much better off staying at home sorting socks or alphabetizing your canned goods.

If you go to the Mall of America, you're just going to get all excited and over-stimulated.

You'll run around winding up music boxes and trying on frivolous high-heeled boots.

You'll browse through Nordstroms's and Bloomingdale's. You'll buy a murder mystery, you'll pop into Godiva's. You'll scout out The Sharper Image and you'll get all of these ideas in your head about the latest fashions. For a couple of hours you'll be lost to all sense of personal civic responsibility ... which is hardly the way we want you sensible Minnesota people behaving!

So just forget I mentioned it. Take a deep breath. Take an aspirin. Take a memo. Take out insurance or take out your mother-in-law. Anything, as long as it's constructive, predictable, and miles away from the Mall of America."





Medica: Little Bitty Pretty One Refresh Radio

M of F

ANNCR (VO): No matter who you are - or what kind of music you like - no matter how many you are - Medica has an individual health plan that delivers all the value you're looking for.

Choose personalized coverage for singles. Doubles. And families of three or more. Medica makes it easy as can be.

Call your broker or 855-Medica-1. And get a health plan that fits you. Or you two. Or all of you.

From Medica Personalize. Empower. Improve.



Michelob Ultra: Ultra Life

M

They rise and shine even when the sun hasn't. They treat themselves well. On occasion, even indulge. They don't run errands...they run errands. They don't see mountains, only little bumps. They know how to kick in, and kick back. That's the ultra-life. Michelob Ultra. 95 calories, 2.6 carbs, and exceptionally smooth taste. It's a superior lite beer, perfectly balanced, for the ultra life.

Papa Murphy's Take and Bake Pizza

*And the award for Best Pizza Chain in America goes to —
Papa Murphy's Take and Bake Pizza!*

Wow! Thank you! It's a real honor to even be nominated, but I wouldn't be here if it weren't for: our fresh dough. Real pleasure working with ya dough dog. Uhh, shout out to all the fresh toppings — I love you guys. The roma tomatoes, 100% real cheese...I know I'm leaving somebody out. Oh yeah, the cows! Betsy, Claire — you look great tonight. This is for you.

No, no, please let me finish. Uh, and all the people who've welcomed us into their homes and opened their oven doors — you rock. And last but not least, the big guy upstairs, that's right, you sir in the balcony with the Papa Murphy's sign [you rock!] No sir, you rock. Thanks for the support.

From our kitchen to your oven, the best pizza chain in America. Papa Murphy's Take and Bake Pizza. A fresh way of making pizza.



Peace Corps Radio PSA

M or F



Would it be crazy if you just stopped? Everything? Packed your bags and left? For a week. A month. A year. What if you left for two years? Would people think you lost your mind?

What if you were going far away to help in a village... on the edge of the Gobi desert. A village crowded with Buddhist temples, not skyscrapers. A place where there isn't a word for electricity, but a thousand words for 'community.'

Would it be crazy to go 5,000 miles from home To spend time with people the rest of the world has forgotten? What if you were going to improve their lives and, in the process, improved your own?

Would that be crazy?

Peace Corps. Life is calling. How far will you go? To find out more, call 1-800-424-8580 or visit www.peacecorps.gov



Ready4K.com

Good morning, class! Welcome to your first day of kindergarten. Is anyone a little scared to be here today? Well you know what? It's perfectly normal to be scared.

In fact, well, you should be. Studies show one half of you are not fully prepared to be here. So for many of you, this is just the beginning of a long struggle.

Because when you start out behind, it can be really hard to catch up. Which means you're less likely to graduate and get a decent paying job, more likely to end up on welfare, and I hate to say it, more likely to end up in prison too.

But once again, I'd like to welcome you to kindergarten.

Of course, no teacher would ever say this to a group of kids. And with your help, they won't have to. Call and tell your legislator you're scared for our children. This is a problem we can fix. Visit [Ready 4K.com](http://Ready4K.com). That's ready, the number 4, K, dot com.



The History Channel

M or F

If you lived before our time, who would you be? Would you fight your brother for the rights of another? Who would you be? Would you find new dreams or create wonders? What if you could choose from a 1,000 yesterdays; a 1,000 lives, when the past was today and the new took your breath away. Who would you be? What would you feel? How would you live? Who would you love? Remembering every generation before us; Remembering for generations to come. The History Channel. Where the past comes alive.

Window Installation: Slippers

W

These are my slippers. Musty, trusty, old, coffee stained, super not sexy slippers. They're all kinds a' ugly, but they're warm. Which is good because my house is not. From September until about June. It's a great house. Brick. Wood floors. Radiators. It was built in the forties and so were the windows...so it was time to replace 'em. And I got the good ones. Wood frame. Double pane. Airtight windows that would make my house so warm I could trash my ugly-step-slippers and prance around barefoot in January. Unfortunately, the guy who installed my windows didn't do an air tight job...so I'm gonna need to keep my slippers, but instead of putting them on my feet, I have another place I'd like to put 'em...he's just no returning my calls.



Wounded Warriors

M or F • :30

Client: USO PSA

"For America's wounded warriors, sometimes coming home can be a battle in itself. Every one of them needs our support to meet the challenges they face every day. The USO provides Americans a way to offer that support to our wounded warriors and their families.

Join us.

Visit [USO dot org](http://USO.org) to learn how you can make a difference in their lives.

The USO, until everyone comes home."



YMCA - Dear John

F • Read like a "Dear John" Letter

WOMAN: My dearest Fat-Pants. This is a difficult letter for me to write. But I feel the time has come for us to go our separate ways. I know its cliché to say "it's me, not you." but the truth is I've changed.

Over the years you, my Fat Pants, have always been a source of comfort. When other pants felt tight and restricting, your generous waist and relaxed fit have been like a port in the storm. You and me, the TV and ice cream, we had some good times. But now, I'm ready to move on, I'm ready to start wearing different, more flattering pants. I'm ready to join the YMCA.

ANNCR: When you're ready to leave your Fat-Pants behind join The YMCA Fat-Pants Drive. Become a member by March 31st (April 30th) and get a free Get Fit Club" 10-week weight loss program, an Online Nutrition Coach, and a Personal Fitness Consultation and Assessment. That's \$250 in savings. YMCA. Lose the weight. Donate the pants. Some restrictions apply.

WOMAN: They say, "If you love something, let it go." So be free, Fat Pants. Be free.

UMN Health – Eight Hours

F • :30

WOMAN: I love how my daughter always has her face in her phone. They say kids don't read anymore, but I'll bet she's reading *and* writing on that thing like seven, maybe eight, hours a day. School, the dinner table, babysitting...if her eyes are open, they are on that screen like two fleas on a dog's ear.

ANNCR: Life looks better after University of Minnesota Children's Hospital. Because the extraordinary breakthroughs we make—make ordinary moments—possible.

WOMAN: I should text her how proud I am.

ANNCR: To make an appointment or learn more, visit umnhealth.org today.

WOMAN: (*Yelling to next room*) D'you get my text, Baby!?



Purina One Smartblend

W

We believe small things can make a big difference.

Like how a little oil from here can be such a big thing in an old friend's life. Purina One discovered that by blending enhanced botanical oils into our food, we can help brighten an old dog's mind so he's up to his old tricks. With this kind of thinking going into our food, imagine all the goodness that can come out of it. Just one way we're making the world a better place, one pet at a time.

Vibrant Maturity from Purina One Smartblend.



Johnsonville - Turn 'Em or Burn 'Em

M

Any tailgater with a few brats under his belt knows if you don't turn 'em...

...you burn 'em.

So if you're going to jockey those Johnsonville brats around the grill, come prepared.

Or, at least, prepared to improvise.

Welcome to heaven on a bun.

...Welcome to Johnsonville.



Pro Cuts: Better Things To Do

(:45)

At Pro Cuts, we figure there are about a thousand things you'd rather do than fuss with your hair. We get it.

Pro Cuts is all about guys. Guys who are game for a great haircut and a great experience. At Pro Cuts, you can relax while watching sports on one of our many High-def TVs.

Best of all, our stylists specialize in no-fuss men's haircuts geared to a guy's active lifestyle. With services starting under twenty bucks, price won't get in the way of style. You'll look great whether you have a date with destiny or a date with the backboard.

Pro Cuts.

Where men can be men. And look good doing it.

Visit us on-line at ProCuts-dot.com for a location near you.