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JOAN BAKER'S
"SECRET" IS OUT!

19 TOP VOICE-OVER ARTISTS UNITE AND RAISE FUNDS TO FIND A CURE FOR ALZHEIMER'S DISEASE.



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As seen in the June 2006 edition of UPBEAT NEWS, the on-line newspaper, dedicated to nonprofit and community organizations at www.myupbeatnews.com

Providing a voice for those who no longer can for themselves..



Joan Baker

Dedicated Voice-over Artists "Speak-Up" for Alzheimer's Research

By Barry M. Gould

Voice-over (or VO) is a specialized industry that touches our lives everyday when we watch TV, listen to radio, or even go to a movie. It is the spoken voice that you hear "off-camera". It could be simply "You are watching Member-Supported Thirteen", the voice urging you to visit your local Dodge dealer, the sound that emanates from your child's favorite Saturday morning cartoon character to a complete narrative about an ancient civilization featured on *The History Channel*.

These talents' names are usually not well-known, but their signature voices undoubtedly are.

Now, many of these very same voices are touching lives in a different way, by uniting together donating their time and contributing their unique stories about how they started and succeeded in a book and traveling seminar program written and produced by Actress, Voice-Over artist and Instructor, Joan Baker, determined to help provide a voice for those afflicted by Alzheimer's Disease and can no longer speak for themselves.

Baker, co-founder and vice-president of Push Creative, Inc., an advertising agency based in NYC, was always known both on- and off-camera for her fine work, but when her father, James Palmer Baker, was stricken with the debilitating and degenerative symptoms of Alzheimer's which ultimately claimed his life, she pledged the proceeds of her book *Secrets of Voice-Over Success* and related seminars to fund research in finding a cure.

Alzheimer's is a very emotionally and physically-devastating disease. It causes a gradual loss of brain cells, as discovered and described in 1906 by German physician Dr. Alois Alzheimer. While the disease was once considered quite rare, research has shown it is the leading cause of dementia which includes, but is not limited to, loss of memory, reasoning and judgment skills, language skills, and even routine and simple tasks.

The book, which, released last June, features a foreword written by legendary actor and voiceover artist David Hyde Pierce who serves as a National Board Member for the Alzheimer's Association. The book shares a rare insight into the lives of these behind-the-scenes artists, whose vocal interpretation of the written script can oftentimes make or break the product or event they are representing.

The book features 19 of the top voiceover artists today: Don LaFontaine, Steve Zirkilton, Hattie Winston, Joe Cipriano, Joan Baker, Fred Collins, Janice Pendarvis, Les Marshak, George DelHoyo, Valerie Smaldone, Rodd Houston, Bill Ratner, Sylvia Villagran, Dave Fennoy, Nancy Giles, Stephen Newman, E.G. Daily, Cedering Fox, and Keith David with their bios and photos. The space in this article does not allow us to detail their credits; the group represents some of the Fortune 100 Corporations, Movies, Radio, Cable and Broadcast Television Networks today. For instance: You can't watch a movie promotion without hearing the deep baritone sound of the legendary Don LaFontaine, or watch an episode or promo for *Law and Order* without the dramatic, earthy voice of Steve Zirkilton.

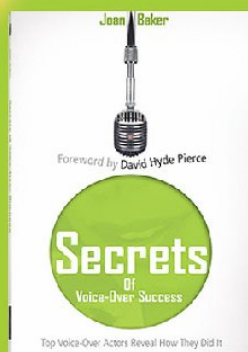
To compliment the book, Baker and her contributors have developed an informative seminar and reception event to help experienced as well as novices in the industry get a candid, personal and refreshingly insightful look into the world professional voice-over. Her seminars run both independently and as part of The Learning Annex's California and New York City course offerings.

A recent reception held at the Museum for the Moving Image adjacent to the famed Kauffman Studios in Astoria, Queens, was moderated by Alan Kalter, the tall, red-haired gent, who unlike most voiceovers, is regularly seen ON-CAMERA on The David Letterman Show. The seminars include a chance for several randomly-chosen audience members to "audition" for the panel and be coached by them, in an effort to improve the novice's vocal skills and an informal meet and greet afterwards, where attendees can mingle with the artists, get pictures, autographs...and very savvy advice worth many times over the cost of the book and seminar alone.

Baker and her colleagues, are not just concerned with raising money, but, through their unique combination of talents, is also raising public awareness of Alzheimer's. "The Association appreciates the fact that Joan Baker is raising awareness of Alzheimer's disease," said Yolanda Hancock, Associate Director at the Alzheimer's Association. "There are currently 4.5 million people in the US with Alzheimer's and that number is expected to grow to as many as 16 million by 2050. So it's vitally important that we educate the public about this deadly brain disease."

Along with a full schedule of seminars, Baker plans to release an audiobook version of her work in the upcoming year. Published by Sentient Publications, *Secrets of Voice-Over Success* is available at most larger bookstores, or by clicking here.

For more information about Alzheimer's and the Alzheimer's Association, go to www.alz.org, for information about the upcoming Learning Annex programs that feature Baker, go to their web site www.thelearningannex.com, or Joan's site, www.secretsofvo.com.



For more information about JOAN BAKER, SECRETS OF VOICE-OVER SUCCESS, the SEMINARS or the ALZHEIMER'S ASSOCIATION, please click one or more of the links to the right of the red arrows below. Please mention that you read about Joan and her story in UPBEAT NEWS.

THANK YOU for your continued support of this on-line publication dedicated to helping nonprofit and community organizations on the web at www.myupbeatnews.com.

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