

# READY TO RECORD? TIPS ABOUT SCRIPTS



## WORKFORCE PERFORMANCE AND DEVELOPMENT TIPS

By Abigail Mirarchi, Accelerated Instructional Media, Inc.

**Have you ever:** listened to the audio in an elearning and quickly opted to mute the sound and read the closed-captions? Listened to a prerecorded technical video, lecture, or message from leadership and either fast-forwarded areas, wished you could get that time back in your life or both? While there are countless reasons why it may have been not very good, I'm going to focus this month's tip about preparing for audio voice-overs. Save time and money by resolving outstanding items before the handoff to professional or in-house voice talent.

Scriptwriters/Voice Talent can be one or more of the following: subject matter experts, instructional designers, technical writers, editors, contributors, leaders, professors, managers, etc.

Here are a few tips to consider:

- **Write** for the intended audience
- **Read** the final script draft out loud
- **Avoid** development/stakeholder comments in the final script body of the

document. If sending the script to a professional voice-over (VO) artist, use the Comments/Notes feature to direct the VO artist about a specific tone, speed, etc.

- **Remove** tracked changes and development notes. Provide a clean document with the script only. Avoid submitting a script document to the voice talent that contains tracked changes/development notes, etc.

(Continued on page 26)

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(Continued from page 25)

- **Describe Symbols.** If you have symbols in the presentation, use a descriptive word(s): i.e., "ellipsis," "three-dots," "thumbs-up," "smiley emoticon"
- **Caution when using Acronyms/Abbreviations.** Unless the audience/culture is 100 percent familiar with the term or the acronym is addressed earlier, the best practice is to write the full word.
- **Use One Voice.** Passive voice or using multiple voices in the same script can confuse the listener and date the content. Consider using active voice throughout.
  - The files have been loaded to the ABC folder. (passive voice)
  - The ABC folder contains the new files. (active voice)

In-house/non-professional voice talent:

- Read the script several times before recording.
- Get excited, stand while speaking, and sip a cup of water often.
- SMILE - You can hear the difference smiling has on the final product.
- Record the script several times before capturing the final recording.

Plan ahead — so your message actually reaches your audience. Need help writing scripts or when you are in the need of professional voice-over talent — give us a call!

Abigail Mirarchi is the owner of Accelerated Instructional Media, Inc, a workforce performance & development consulting company in Leesport, PA. For more information, call 610.730.7681; website: AIM2train.com. HR, T&D, and L&D leaders are encouraged to book a virtual consultation.

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