



MEDIA CONTACT:

Name Here, Edge Studio
Tel: 888-321-EDGE (3343)
Email:

Edge Studio adds to coaching and advisory staff, further deepening its comprehensive VO industry curriculum to serve talent at all experience levels.

Monday, February 2, 2015

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WRITING SAMPLE
RANDALL RENSCH
MARKETING
COMMUNICATION
CONCEPTS

8355 Austin Street 4F
Kew Gardens NY 11415
Tel: 718-577-0005

www.rensch.com
randy@rensch.com

FOR IMMEDIATE RELEASE

Edge Studio adds 8 more voice-over experts to its education staff

NEW YORK, NY – David Goldberg, founder and Chief Edge Officer of Edge Studio, has announced the appointment of eight more experts to its already robust VO education staff.

“We help each of our students determine what voice-over genres and niches are best for them,” Mr. Goldberg said, “and these additions help assure that we’re never at a loss for a great match in any specialty.”

This is another spurt in Edge Studio’s expansion over recent years. Primarily to serve its production clients, the company moved to new, larger facilities in 2012, as well as expanding its facilities and coaching relationships throughout North America. Additional capabilities will be added in 2015, including an enhanced Spanish-language educational curriculum.

“We’re already among the largest coaching institutions in our field,” said Andrew Warner, Director of Education, “so our aim is not just to grow, but to serve the needs of students in every specialty, at every level.”

The Edge Studio voice acting curriculum is exceptionally thorough. The company’s international team consists of highly recognized (and recognizable) voice-over actors, producers, engineers and VO business experts chosen for both their current experience as working pros, and their ability to direct and advise beginning and experienced voice actors.

Edge Studio’s instructors include experts in core training, specialty training, and business practices. A staff of engineering consultants further rounds out graduates’ industry expertise.

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February 2, 2015 *“Edge Studio adds 7 more VO experts to its education staff”*

“Except for established voice actors with a demonstrable work record, we first evaluate each student’s voice, delivery, and marketability,” Mr. Goldberg explained. “It gives them a realistic sense of our industry, and gives us a look what training method and set of instructors would be best suited to them.

Mr. Goldberg added, “We suggest to almost a third of prospective students that they not pursue voice acting as a career. And we're just as choosy with our coaches and instructors.”

The new staff and their specialties are as follows, with links to their bios:

Rachel Butera: Animation, Accents, Voice Matching (www.edgestudio.com/Rachel-Butera)

Arthur Insana: Audiobooks (www.edgestudio.com/Arthur-Insana)

Joe Loesch: Commercial, Animation, and Audiobooks (www.edgestudio.com/Joe-Loesch)

Susanne Pinedo: Education Advisor (www.edgestudio.com/Susanne-Pinedo)

Mike Pongracz: Commercials (www.edgestudio.com/Mike-Pongracz)

Chris Smith: Animation, Video Games (www.edgestudio.com/Chris-Smith)

Hayley Wolosz: Education Advisor (www.edgestudio.com/Hayley-Wolosz)

Simone Fojgiel: Spanish (www.edgestudio.com/Simone-Fojgiel)

Although many of Edge Studio’s coaches are located near the company’s headquarter studios in New York City, a large number of coaches are based in other cities in the United States and Canada. Just as it is common for major audio productions to be recorded from remote locations, Edge Studio coaches are highly experienced at coaching remotely, via telephone or Skype. This makes Edge Studio’s curriculum available to students almost anywhere in the world.

David Goldberg is one of the country’s most active voice-over producers and coaches, sought after as a keynote speaker at industry events across the country. Since founding Edge Studio in 1988, he has directed thousands of voice-over sessions and has personally coached thousands of voice actors.

“I’m excited to grow our education department with extraordinary talent,” said Goldberg. “It is of the utmost importance that we give our students instruction from working pros and industry. The quality of our students is critical to our success as both a learning facility and as a very active, real-world audio production studio.”

About Edge Studio

A leading authority in the voice-over industry since 1988, Edge Studio specializes in the production of voice recordings, and the training of new and established voice actors, narrators and other spoken-word performers. Edge Studio facilities have produced or recorded more than 13,000 voice-over projects, spanning

all genres. Edge Studio has facilities in New York City, Connecticut, Washington D.C., Atlanta, and Los Angeles, and regularly produces and trains remotely via telephone, ISDN, webinars, Skype, and other technologies.

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