

Wendy Lands - The Voice-Over Story:

I definitely spent wayyyy too much time watching TV when I was a kid – I was sick a lot and found comfort in the soaps and game shows during those long, feverish days. But what's funny is - I was drawn to the commercials even more than to the programming – specifically, it was the voices I could hear - but couldn't see. I would spend hours reciting those TV & radio voice-overs into my little tape recorder – mimicking them until I got them just right – take, after take. “Manly yes, but I like it, too”, I'd say - with just a hint of an Irish brogue. “Strong enough for a man but made for a woman” – I purr – if you can call it purring when you're eight.

I'd sing all the jingles, too - “Just for the taste of it”, “My bologna has a first name”, “I'm a Pepper, you're a Pepper”... But I had no idea how to become that voice inside the TV, that catchy tune in my radio... Where does one go to sign up? Who do you ask? How is it done?

I did somehow figure out how to start a band, write songs and get them on the radio – and it was then, when I had a song on the radio in heavy rotation, that a very prominent jingle/voice-over producer heard my song. He tracked me down and - boom - I was suddenly and finally in my zone – inside the TV! I think I was more excited to get my first voice-over job, then I was to get my first record deal – I'm THAT in love with advertising as an art form and I'm THAT passionate about my career as a voice actor.

Since that very first job, I've sent parents running to buy their kids the newest toddler toy, given umpteen people a craving for a doughnut, lead cold sufferers to comfort, helped launch new car brands, juice brands, skin-care lines, phone companies and department stores. I've been the promo voice behind Fox's The Best Damn Sports Show Period, ABC Daytime, YTV, TMN and CMT to name a few - and added my vocal texture to radio station IDs across Canada. I've sung to you about tacos, beer, pizza & fabric softener and have had so much fun voicing animated characters that run the gamut - from crazy aunts with British accents - to adorable children with lisps. And - I LOVE it, all!