



Act Now!

LA's most exclusive
Networking company

November 2007

Featured Client of the Month! Congratulations Aisha Kabia!

Six months ago I was very frustrated with my career, complaining about my lack of an agent, not enough auditions, my management and LA in general. I was above all 'this.' I am a theater person for goodness sake. Always skeptical I was irritated that it had come to this...Casting Director workshops!? Please. My manager was taking care of things.

Then I was connected with Act Now. Still resistant and wanting to do it alone, I took baby steps



Aisha Kabia

Interview with Scott David Casting Director Currently casting CRIMINAL MINDS

With
April Webster Casting

By: Kenna Dean, Owner of Act Now!



How long have you been with your current office?

Well, I have been working with April Webster for almost 5 years now. I also cast various types of projects under my own name, theater and indie films!

What projects are you currently casting?

At present I am casting the Hit drama 'Criminal Minds' which airs

Cont. Page 2

November Successes!

(FF = Feature Film)

BOOKED!

John Bobek
Colleen Foy
Aisha Kabia
Glenda Brown

David Lawrence
Evan Lai
Mary Carrig

READ FOR!

Glenda Brown

Jeanne Simpson

Diana Hufford
Philip Astin
David Lawrence

J.R. May
Dean Schaller
Mark Doerr
Tori Hung
Aisha Kabia

Ryan Rodis
Kristi Sandero
Matt Jaeger
Misha Bouvion
Liz Loza
Morry Schorr
Teaj Sanderson
Susan Briton
Nicole Alvarez

Jennifer Marsala
Mark Lifien
Lester Keefe
Chera Holland
Jonathan Aube

Chuck
Criminal Minds
Moonlight
The Diamond of
Jeru (VO)
Untraceable
Journeyman
Criminal Minds

Criminal Minds
Big Bang Theory
Monk
Unhitched
Dirty Sexy Money
Patanjali
Playboy TV Promo
Ghost Whisperer
Out of Jimmy's
Head

Patanjali
Samantha Who?
Dirt
Ford Comm.
Samantha Who?
Chuck

Journeyman
Criminal Minds
Life
L Word
Love, Sweet Love
Samantha Who?
Ugly Betty
Weeds
Smallville
Moonlight and
Criminal Minds

Ugly Betty
Life
Criminal Minds
Cold Case
Chuck

*Please remember to let your consultant

**Act Now! is always looking for help. If you're interested in being an intern,
night monitor or parking garage attendant, please call us at 818-285-8522.**



Scott David cont. from pg. 1

on CBS, Wednesdays at 9pm. I also have a few indie and feature films that I am prepping.

Can you tell me about your background and how you got into casting?

I got into casting back in 1996, so almost 12 years now! I was asked by a friend/casting director if I would be interested in seeing what casting was all about, and as I was in between careers I said “what the hell”, people always thought I was a talent agent, so why not be a buyer of talent and I started casting and have not stopped since!!

What are some of your biggest do's and don'ts?

Biggest DO: ALWAYS BE YOURSELF, do not put on a fake persona or “act up a storm”... Do be confident, don't be cocky /arrogant.....**Do:** go with your ‘gut’don't always listen to your head!!!!

Biggest Don't: Don't be delusional with the possibilities of what you are seen to be cast as by others.....and if you are a young budding actor.....don't think that you can ‘do it all’.....Don't always let your agents and managers tell you what to do.....do projects and go in for roles when casting directors/producers/friends ask you to work with them!!

How beneficial do you find workshops in your casting process?

Casting workshops are one of the most beneficial networking tools available to actors, casting directors and other people in the industry. I truly believe that meeting people in different arenas of life allows for a person's true essence to come out, and as a casting director that is what I am constantly looking for. With workshops I get to see new actors and sometimes seasoned actors do things that I have never seen them do before and I am able to classify them in my mind and utilize that information when I need it!

Do you attend theatre? Stand-Up Comedy? Showcases other than workshops?

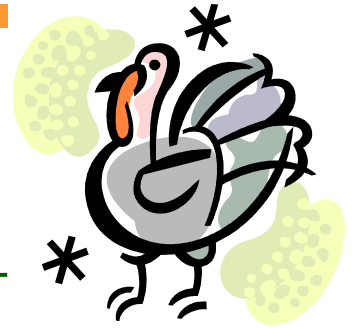
Yes I attend theater; however as a ‘rule’ I go to see theater that I WANT to see....not because I am asked to see a ‘friend’ or a new actor on stage. I enjoy stand up comedy and do go from time to time to get a laugh! I have attended numerous showcases over the years.....I enjoy seeing new actors in that venue, but my standards and expectations from the actors are quite high..... they better be on their game, because with the amount of rehearsing and the prep time that they have to do a 3 minute scene it better be close to PERFECTION.

Are there any tips you can give an actor who is just starting out in the LA market?

Awe, if I had a dollar for every tip I have given out.....but tops on the list is networking and getting a support system going!!

Talk about headshots. This seems to always be a big challenge for an actor. What advice can you give them about getting the “right” shot.

The right shot is the shot that makes you feel as though you are representing yourself, Truthfully, Honestly and Accurately.....once again, do not be delusional or misleading....if you have a big nose...let it shine!!! If you have funky teeth.....don't make them look pearly white in the pictures.....And don't let your agent and manager necessarily be the best judge of what shot is right for you.....people will tell you how they feel about your headshot....way before they mention it to an agent or manager who simply stuffs it in an envelope and hopes for the best...or submits it on line..



Scott David, cont. from pg. 2

Let's say an actor has the right look for a role, however doesn't necessarily have the credits you are looking for: how much can good training play into the equation of whether or not you'll bring them in?

With the limited amount of "producer" slots per role.....most of the time the person really has to have the credits and or the right look or essence for what we are looking for.

Training is HUGE...in the sense of credibility for an actor....so always keep refreshing yourself with classes etc...

Do you respond to actors whom you've never met and/or seen their work, who submit directly to you with a headshot/resume or postcard?

Sometimes it's a lucky situation for someone....most of the time it is not...for most small roles I prefer to have met the person before I bring them into the producers... unless of course they have appropriate credits to warrant an audition.

What is the best way for an actor to keep in touch with you?

Best way is postcard...or coming to a workshop or sending your pic and resume into the office every so often.....market yourself according to the budget that you have for yourself and your acting business.

When do you watch reels? For which roles?

I watch reels to see if a person claims to be able to act a certain role..ie: a cop...if they have it on their reel and I am hesitant in believing they can do it ...I will watch and make a judgment call, I also watch reels to view new actors so I can see what they have to offer!!!

And finally we view reels from established actors to make them offers to do certain projects.

Thank you for your time and honesty. I look forward to seeing you again soon!

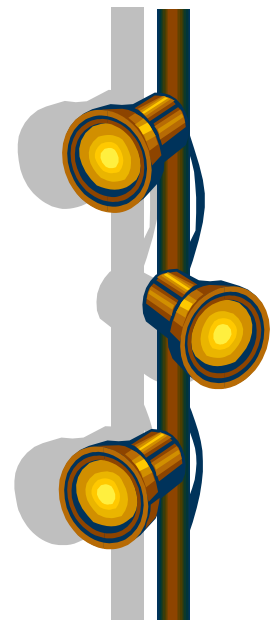
Kenna Dean
Owner, Act Now

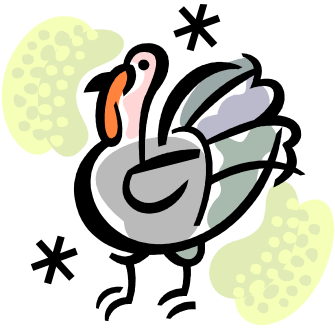
Aisha Kabia, cont. from pg. 1

along thinking that somehow, somewhere there was going to be a catch.

Shortly after taking a couple of workshops, a shift happened. A shift happened in me. I shifted the way I was viewing things. I started to enjoy myself and stopped taking myself so seriously. I felt empowered. I was also becoming a more informed and educated actor - about the business of acting. You know, that little thing that conservatory programs and acting classes rarely include in the curriculum. I've gained valuable knowledge and skills from people who can directly affect the direction of my career.

I am also now immersed in a community of actors. I feel a sense of community here that can be lacking in LA at large. I have opportunities to create relationships with people I see repeatedly in workshops. I share in their successes and give a kind word when someone is feeling low. I feel supported and inspired by the creativity and talent of the other actors. It makes LA feel more like home and less anonymous.





Aisha Kabia, cont. from pg. 3

People ask me all the time if **Casting Director Workshops** ‘work.’ I believe that it is not what the workshop can do for you, but what you can do for the workshop. It is the energy, enthusiasm and talent that you bring in with you. It is trusting that who you are and what you have to offer is valuable. I audition for my career on a whole. I want to connect with and make an impression upon every person I meet so I will be remembered in the long run.

Since I started taking workshops I have had many successes. I have been called in for **“Grey’s Anatomy” “Cavemen” “True Blood” “Brothers and Sisters” “Samantha Who?” “Shark” “Dirty Sexy Money”** and booked an episode of **“Moonlight.”**

Most importantly though, I am no longer waiting for anyone or anything outside of me to make my dreams happen. I know that with focus and the help of many, many people I can accomplish the goals I set. I know that it comes down to me standing confidently in every situation. I now feel prepared and ready for any opportunity that presents itself as a result of the practical experience I’ve had at **Act Now!**

**With Gratitude,
Aisha Kabia**

Thank you so much Aisha! Just goes to show you that if you combine a positive attitude with pro-activity, good things happen. We are proud of you and wish you continued success!

**Love,
The Act Now gals!**