



Act Now!

LA's most exclusive
Networking company

March
2008

Featured Client of the Month!

Colleen Foy

"Hi Act Now! Ladies . . . I thought you'd like to see what I'm telling the world about your company. Thanks for everything!"

-Colleen

Hey guys,

I've been workshoping there for almost 2 years and it has been a great investment for my career.

I found ACT NOW! when I was feeling really frustrated about my career - I wasn't moving forward. I had appropriate headshots, a theatre degree, and plenty of enthusiasm.



Colleen Foy

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Interview with Casting Director

Howard Meltzer

By: Kenna Dean, Owner of Act Now!

This is NOT a picture of Howard Meltzer

How long have you been with your current office?

I partnered with Carol Goldwasser 4 years ago, creating Goldwasser/Meltzer Casting. Prior to that I was on staff at Stuart Howard Associates in NYC.

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February Successes!

*CAPS denotes FILM projects

BOOKED!

Michael D. Cohen	THE ANGRY GUYS
David Lawrence	A "Rhapsody" spot
David Lawrence	An "Opus" spot
Jess Raskin	Criminal Minds

READ FOR!

Inger Tudor	20% FICTION
Anne Gregory	MAN OVERBOARD
Shaun O'Hagen	SIDEKICK
Lara Ingraham	THE ANGRY GUYS
Morry Schoor	THE ANGRY GUYS
Rob Roy Cesar	THE ANGRY GUYS
Claudia DiMartino	Soccer Mamma Mia
Ashley Sawyer	NORTH DAKOTA
Rebecca Zagorin	Criminal Minds
Josh Collins	Criminal Minds
Katie Campbell	Criminal Minds
Michelle Josette	PARENTAL GUIDANCE
Alex Wright	PARENTAL GUIDANCE
David Lawrence	STACEY'S MOM
Deanna Smith	The Young & The Restless
Aisha Kabia	The Young & The Restless
Scott Sheldon	My Name Is Earl
Shana Sosin	THE GIRL IN THE FLAMMABLE SHIRT
Michelle Josette	PERFECT GETAWAY
Steve Alderfer	a short film
Katie Campbell	Kmart Commercial
Glenda Morgan Brown	Western Union Commercial

Agency Call-In/ SIGNED!

Suzanne Watson called in by APA
 Michael Teh called in by Baier/ Kleinman
 Sarah Dandashy SIGNED w/ Bobby Ball
 Emily DelGiudice SIGNED w/ Bobby Ball
 Megan Gallacher SIGNED w/ Joel Kleinman

Be sure to update your consultant with any successes!



Do you have a **Birthday** this month?

If so, call your consultant to **save 10%** off one workshop of your choice.
(This offer cannot be combined with any other discounts, expires March 31st 2008)



Howard Meltzer, cont. from pg. 1

What projects are you currently casting?

Three pilots - THE TROOP (Nickelodeon), THE BEATKINZ (Nick Jr.), SUNDAY SUNDAY SUNDAY (Disney Channel)

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

I started going to see Broadway shows when I was 12; I was hooked!
I received a BA in Drama Theater, Queens College (CUNY)
My first job out of school was at Stuart Howard's office casting theater.

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

DO: Show up prepared & on time (or early) for your audition
DON'T chew gum.

How beneficial do you find workshops in your casting process?

Very. I have met some wonderful talent at workshops.

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

Yes. Yes. Yes.

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

Take Fountain.

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?

Your headshot should look like you on an average Tuesday morning without a huge amount of prep time. It should NOT look like your wedding picture! For your wedding you would diet down 4 sizes, wear the most expensive dress you have ever owned and have a makeup artist and hair stylist.

Also, the majority of submissions I receive are online, so make sure your picture looks great as a "thumb nail".

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?

I'll always look at training and will pre-read an actor and then decide if they are right for the role.



Howard Meltzer, cont. from pg. 2

Do you respond to actors whose work you have not seen when they submit directly to you with a headshot/resume or postcard?

I receive a huge amount of mail everyday. I try to look at every piece of mail.

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

Postcards are telephone messages with your face on it. It's the perfect way to keep in touch.

When *do* you watch reels? For which roles?

I watch reels when I am looking at submissions on Breakdown Service. It's great for co-star roles.

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

**Kenna Dean
Owner, Act Now!**

Colleen Foy, cont. from pg. 1

But I couldn't get an audition to save my life. I felt like Casting Directors didn't know I existed. And that was because *they didn't*.

The point of workshopping at Act Now! is to expose yourself to Casting Directors – meeting them and doing a cold read for them. The Casting Directors give great feedback and are genuinely interested in lending advice for you. They explain how their particular office is run and answer any questions you have. I've asked them everything from “do you see theatre?” to “what do you think of my headshot?” What is really great is that you get to meet and work with them for weeks so that they get to know you – your face, your personality, and your abilities. Their advice and feedback can really have an impact because you feel like they *know* you.

Besides the exposure and insight these workshops give – they put me in a really positive frame of mind. I feel like workshops take me from WISHING for something to happen to WORKING for something to happen. This positivity and proactivity seeps into my work – I submit more, I pay attention to





Colleen Foy, cont. from pg. 3

industry news more, and I follow TV more. When I get called in for auditions, I feel more prepared and relaxed. And ready to rock my audition.

Hope you love workshopping as much as I do. I got my first TV role from a Casting Director I met at ACT NOW! I can't wait to see you shine in your first TV role!

Much Love,
Colleen

WOW Colleen! 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!



ST. PATRICKS DAY COUPON!
RECEIVE 10% OFF THE PURCHASE OF ONE WORKSHOP
MONDAY, MARCH 17TH
DURING OFFICE HOURS
11AM- 5 PM
YOU MUST USE THE FOLLOWING CODE PHRASE
WITH AN IRISH ACCENT TO QUALIFY.
"YOU'RE MY LUCKY CHARM!"

Happy St. Patrick's Day to our Wonderful Clients.
*Lots of Hugs & Kisses from **The Act Now Gals!***

