



Act Now!

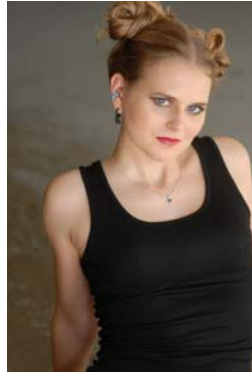
LA's most exclusive
Networking company

April 2008

Featured Client of the Month! Jessica Raskin

Dear Act Now!,

I took my first workshop in November of 2006. I don't know who referred me, but whoever they are, I owe them one! I was pretty broke at the time, but figured "that's what credit cards are for!" I had moved to Los Angeles six months prior and was heavily involved in my acting training. I had no representation, bad headshots, and a tiny network of people in the biz. I wasn't getting out much, to say the least. I was feeling pretty confident with my craft and since I didn't have any rep backing me, I decided it was time to spend my last few pennies putting myself in front of the people



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Interview with Casting Director

Tineka Becker

By: Kenna Dean, Owner of Act Now!

How long have you been with your current office?

Almost 3 1/2 years

What projects are you currently casting?

"Tintin" [motion-capture feature] – studio: DreamWorks; dirs: Steven Spielberg, Peter Jackson; prod: Kathleen Kennedy
"The Greatest American Hero" [feature] – dir: Stephen Herek; prods: Stephen J. Cannell, Michael Dubelko
"Rosa" [feature] – dir: Luis Mandoki; prod: Athena Ashburn

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Recent Successes!

*CAPS denotes FILM projects

BOOKED!

Jess Raskin	Criminal Minds
Chris Emerson	House
Tiffany Paige	The Young & The Restless
Scott Metzger	The Young & The Restless
Pete Cilella	Budweiser Commercial
Susan Hull	Criminal Minds
James Elliot	Criminal Minds
Meg Amsden	Being Eddie Black

READ FOR!

Ted Fenton	True Blood
Shaun O'Hagan	Brothers & Sisters
Shaun O'Hagan	House
Tyrese Burnett	FAST & FURIOUS 4
Dufflyn Lammers	CSI
Charlene Modeste	CSI
Kaitlin Chesna	True Blood
Michelle Josette	CRAZY ON THE OUTSIDE
Eris Migliorini	SOUTH DAKOTA
Eris Migliorini	Naturemade Commercial
Mary Carrig	Naturemade Commercial
Jay Seals	The Game
Jon Farless	A PERFECT GETAWAY
Deanna Smith	CRAZY ON THE OUTSIDE
Matthew Jaeger	Numbers
Christina Davlin	Two & A Half Men
Hilary Pingle	A PERFECT GETAWAY
Charlene Modeste	BET Pilot
David Lawrence	How I Met Your Mother
Aisha Kabia	Ugly Betty
Eva Fisher	Ugly Betty
Lesly Kaplan	CSI:NY
Rick Cox	Cold Case
John Pirucello	House
Reghan Alexander	House
Andrea Grano	Criminal Minds
David Lawrence	Moonlight
Aisha Kabia	MAN OF YOUR DREAMS
Catherine Gaffney	Criminal Minds

Agency Call-In/ SIGNED!

Jennifer Bronstein signed w/ Gage Group



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 April 30th 2008)



Tineka Becker cont. from pg. 1

“Jake’s Run” [feature] – dir: Adam Miller; prods: Michael Landon, Jr., Brian Bird

“Outlaw Bride” [feature] – dir: Jeff Hare; prods: Jon Karas, Mark Lane

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

I started acting/singing/dancing at age 9. Also began directing at age 17. Graduated from Northwestern University from the theater department where I focused on acting, directing, dancing, and lighting design. Was a professional actor & director in Chicago and New York for close to 10 years. Wasn’t having as much luck with my career as I had hoped and needed a change, so I moved to LA from NY 3 ½ years ago to begin working in casting.

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

DO: read the script (front to back no matter what size the role) if it’s made available.

DO: always bring a current headshot and resume with you (make sure they’re already stapled together!)

DO: dress appropriately for the audition. (Ladies, there are some roles where it’s not appropriate to come in heels and full hair and make-up)

DON’T come in unprepared. Remember that that’s the impression you’re making on the casting office!

DON’T use the excuse “I couldn’t get the script because my printer broke” or “my internet wasn’t working” (everyone found ways to get scripts and sides and breakdowns before there were computers!)

DON’T expect us to do your work for you. Come in ready to show us what you’ve worked on.

DON’T wait for us to give you direction.....we may decide not to!

DON’T submit half-naked pictures to a respectable casting office (unless you’re interested in ending up on the wall of shame)

DON’T expect your career to just fall in your lap. You have to be proactive all the time, constantly working hard for everything (representation, auditions, roles, etc)

How beneficial do you find workshops in your casting process?

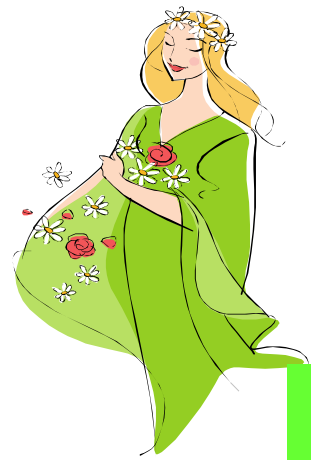
It’s very important for us to stay in touch with the LA talent pool. We’ve even gotten some actors cast who we’ve met in workshops! Yes, it actually happens! I also treat my workshops as a place for actors to learn *our* side of the process, so they can better prepare themselves for auditions and they can better market themselves to the casting community. My belief is: if actors knew how to market themselves better, we would spend less time reading people for roles for which they are not right. So I take it upon myself to impart some of my knowledge and experience in that area in my workshops.

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

I grew up in the theater, so I like to go to the theater as much as time allows (which unfortunately isn’t always a lot!) I love stand-up, but I typically only go to see someone I know. I’ve attended many different kinds of actor showcases.....again, time allowing.

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

Get pictures that represent you properly to the industry in terms of the kind of roles you’re REALISTICALLY right to be playing. Take casting workshops and get yourself into agent showcases to



Tineka Becker, cont. from pg. 2

assist in finding representation. And, no matter how “well-trained” you think you are, accept the fact that you probably still have a lot to learn!

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?

Think of your photo shoot as an acting job, not a modeling job. Your picture should communicate what roles you’re right to play. We need to know something about who you are on the inside, not just what you look like on the outside. Ultimately, your eyes should tell the story. Everything else (color composition, background, hair/make-up/wardrobe) will either enhance or detract from what we’re getting from your eyes.

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?

We start with the picture. If the picture interests us, then we may or may not take in the resume. While the resume can give us information about you, it’s ultimately what we get from your picture that solidified whether or not we’ll bring you in for a particular role. Don’t confuse that with “a look”. It’s not only about pretty, ugly, sexy, nerdy. As I said above, it has to do with what we can tell about you on the inside as well. Everyone has a different opinion about what is sexy, for example. But if we need a sexiness that’s confident and assertive and extraverted, then that’s what we need to see in the picture. A resume only tells us what you’ve done in the past. The picture shows us your potential.

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

Sure, if they look/seem right for a role we’re casting.

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

Postcards are fine. But please only send them when you have something new to say (i.e. new reps, new headshots, looked what I’ve booked in the past 6 months, etc.)

When do you watch reels? For which roles?

If we’re not convinced someone is right for a role based on the pic/res, and an agent or manager is pushing them to be seen, we’ll ask to see a demo reel so we can make a more informed decision. Also, we’ll often give the filmmakers reels on their top choices, so they can get a better sense of the actors they’re interested in possibly hiring.

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

**Kenna Dean
Owner, Act Now!**





Jessica Raskin, cont. from pg. 1

who could hire me. I've been taking workshops ever since.

When money ran low, Act Now hired me to work as a garage monitor. You'll find me down in the depths from time to time, breathing toxic car fumes, all to forward my career. Workshops are that vital to me. Actors will do practically anything for the chance to book a role and I'm living proof!

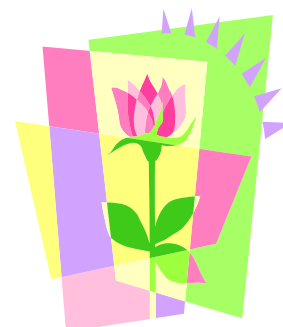
What I've gained from workshops at Act Now is invaluable knowledge, experience, confidence, the de-mystification of casting directors and the casting process and a large network of both actors and casting directors and that's just behind the scenes! I got my first commercial agent through the help of a familiar face at Act Now. You'll know him by his hat, glasses and cheerful demeanor. I've been called in for commercials, films, and network TV shows. Recently, I was called straight to producers for Criminal Minds and booked a co-star role! I know that would never have happened without Act Now! workshops. As a writer, producer, and director, I've also tapped Act Now's resources and have been able to cast some of my fellow actors in my projects. There's nothing better than being able to give back.

My advice to the nay-sayers or the unsure who don't want to take workshops is this: Don't be another lazy actor who waits for opportunity to knock. Put yourself in front of the people who can hire you. Build your network and keep in touch. If you are off their radar, you don't exist. In a town filled with flakes, all you have to do is be proactive, be professional, be prepared, and show up. Never rely on someone else for the success of your career. Go out and make it yourself. And you can never achieve success if you have self-doubt. I'm an Act Now success story, go out there and be one too!

Rock on,
Jessica Raskin



April showers bring big savings at Act Now!
Save 10% off one workshop of your choice on Thursday, April 17th
Call the office between 11-5 to receive your discount!!!



*Happy spring to our Wonderful Clients.
Lots of Hugs & Kisses from The Act Now Gals!*