



Act Now!

LA's most exclusive
Networking company

July
2008

Featured Client of the Month! Bronwyn Cornelius

Dear Act Now,

For the past year I've participated in a series of excellent workshops at Act Now with some of Hollywood's top TV and film offices – offices I really wanted to get into – and not only do I feel great about being proactive in my acting career, but the casting directors actually get to know I exist, who I am and what I have to offer!



The workshops are an invaluable networking tool where you get to meet the CDs as well as work on (and improve!) your cold reading and auditioning skills, demystify the auditioning process, increase your auditioning confidence,

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Interview with Casting Director

Josh Einsohn

By: Kenna Dean, Owner of Act Now!

How long have you been with your current office?

I have been with Mia Levinson for almost a year now.

What projects are you currently casting?

I am about to start work up again on Season 2 of LIFE. Season 1 was cut short by the strike, but we are lucky enough to be invited back for a second shot.

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Recent Successes!

*CAPS denotes FILM projects

BOOKED!

Megan Brotherton
Alison Blanchard
Hans Obama
Michelle Gillette
Steve Alderfer
David Lawrence
Gillian Brashear

Glorinda Marie
Darryl Dillard
Sven Garrett
Rob Arbogast
Jennifer Bronstein
Dufflyn Lammers

READ FOR!

Jill Smalley
Lauren Marie Gira
Jamison Haase
Steve Alderfer
Jonathan Aube
John Wolf
Kiva Jump
Lindsay Gareth
Michael Heiman
Deanna Smith
Reuben Sears
Hans Obama
Kurt Jarrard
Jeanne Simpson
Jon Paul Burkhart
Jesse Saler
Turi Hong
Jennifer Eckert
Jennifer Nino
Juliana Rabe
Matthew Scott-
Montgomery
Reghan Alexander
Maria Olsen
Henry Watkins
Marian Sorensen
Samantha Simon
Scott Sheldon
Deane Barone
Aisha Kabia
Misha Bouvion
Jayne Clement
Lindsay Gareth
Dufflyn Lammers

Mystery ER
Swiffer Comm.
Mystery ER
Mystery ER
Webisode
Heroes (Recurring)
Criminal Minds,
Mystery ER
Mini-Series "Meteor"
Private Practice
Chuck
Great Expectations
Chuck
Entourage

STRAWBERRY BLUFF
MERGERS & ACQUISITIONS
Prison Break
CALL BACK
Starter Wife; Monk
Web-Series for IFC
Big Love
Life
Swiffer Comm.
Life
Mystery ER
Mystery ER
Mystery ER
Dexter
Life
FOX Promo
Mystery ER
Pushing Daises; House
Criminal Minds
Mystery ER; Feature Film
Scott Fellows Project

Dexter
AFTER THE SHEARING; and
KING OF THE ROAD
True Blood
Great Expectations
Greek
Chuck
Criminal Minds
Dexter
Great Expectations
TAKE ME HOME
Grey's Anatomy
METEOR

Agency Call-In/ SIGNED!

Matt Sheelan called in by Coast to Coast
Alexis Boozer called in by GVA
Michael Teh called in by GVA
Phillipe Simon SIGNED w/ Coast to Coast
Dustin Coffey SIGNED w/ Coast to Coast
Darian Corley SIGNED w/ Superior
Lara Fisher SIGNED w/ Superior
Rich Paul SIGNED w/ Superior
Matt Sheelan SIGNED w/ Superior
Jon Schmidt SIGNED w/ Bobby Ball Agency

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 July 31st 2008)



Josh Einsohn, cont. from pg. 1

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

When I first started working in Hollywood, I worked in Production (mostly on-set) for a few years. It was a wonderful education, but not really what I wanted to be doing. When working in the Production Office on CONTACT, I had met Victoria Burrows and Scot Boland. They seemed like amazingly fun people with an awesome job. A couple years later, they needed an intern and I decided to try Casting. I fell in love with the job and here I am.

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

DO: Be prepared. Do your homework before you show up and don't ask silly questions in the room that you could've looked up on the internet. Treat this like a profession and not a hobby. It could be the little things that make a difference. For example, keep a stapler in your car and use it rather than handing us two pieces of paper. Does it really matter in terms of your acting ability? No. Could it make a subconscious difference to someone? Yes...we want to send a professional to set; not just someone who thinks this is cool. Constantly work on your craft. You are never "done" learning.

DON'T: Be needy. You wouldn't end an interview for a job by asking, "Do you need anything else? I can do it again, if you want. Or maybe I can try it differently for you?" Don't do it here either. The last thing we want is to send someone to set who is going to need a lot of attention. If we need more, we'll ask for it.

How beneficial do you find workshops in your casting process?

I find workshops to be very beneficial for both the Casting and acting sides. It benefits me if an actor manages to learn just one thing that helps them book a gig with me down the line. And I think it serves as a great tool for actors. You really never know if/when a CD is going to remember you and bring you back in. I recently had someone in whom I hadn't seen in over five years but I still remembered from a workshop. However, if you are practicing your auditioning skills and building confidence and if you manage to learn just one thing that you didn't know before, you are better prepared to go into *any* office and knock one out of the ballpark.

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

I do attend theatre, but far less than I want to. At some point, I just accepted that in order to avoid burn-out, I have to leave the job at the office. I will say that when I do see theatre, it had better be a play and not a showcase. Only in L.A. have I been so disheartened by the number of plays I've seen where actors miscast themselves and then proceeded to spend an entire show upstaging each other. If you are going to do a play, do it because you love the very different experience of performing for a live audience.

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

GET INTO SAG!!!

That said, my best advice is to go get in front of the camera for anything you possibly can (that involves keeping at least most of your clothes on, mind you). If I am going to take a chance on someone, I'd like to at least know that they've had to learn how to hit a mark and that they understand basic on-set etiquette. Student films, industrials, whatever. Build your resume and then drop that stuff off as you start to book more significant gigs. This has the additional bonus of starting to connect you with fellow young up-and-comers who may end up directing or producing bigger projects in the not-too-distant future.



Josh Einsohn, cont. from pg. 2

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?

It’s all in the eyes, baby. Aside from that, make sure that the pic is tight enough so that we can see your face clearly in a thumbnail on a computer screen but wide enough so that we don’t wonder what it is you are trying to hide. Most importantly, it needs to look like you will look when you walk in the room. If you manage to get a pic of you that looks better than you’ve ever looked before, that’ll be awesome for your holiday cards. Not acceptable as a headshot.

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 always look at training when the rest of the resume is thin, and sometimes even when it isn’t. The problem is, an actor might have a lot of talent and be working with a great teacher that I’ve never heard of. And while Julliard looks impressive, it may not mean much. But training is definitely a factor, especially when trying to decide between two resumes and all else is about equal.

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

I do. Honestly, not as often, but I do. This usually happens when I’m having a hard time finding a role or I just don’t know a lot of a certain type of actor.

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

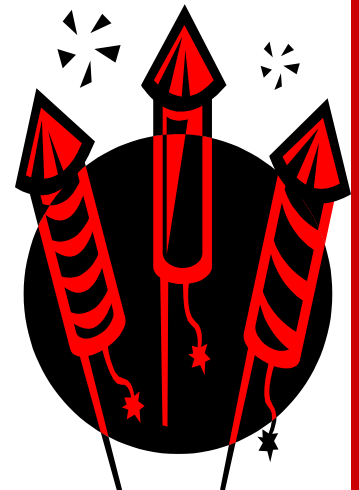
I do love a postcard as a follow-up every once in awhile. The postcard should have the actor’s name and face and a little note saying where we met. Receiving them too often is just irritating and sometimes a little creepy. Ask yourself how often you would want to get a postcard in your mailbox from someone you barely knew. But every once in awhile, I find very handy. I will say that a HUGE no-no with me is tracking me down on a social networking site and hitting me up there. Unless I know you socially already, then this causes much irritation and gnashing of teeth.

When do you watch reels? For which roles?

I find that two or three good clips on a speedreel serves wonderfully as either a reminder or a quick education for me, and I’ll check them out for any role. I am a big fan of the short reels on the sites like Breakdown and NowCasting. I am probably going to have you read anyway, so more than that is only necessary if I’m trying to educate a director or producers about someone.

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

**Kenna Dean
Owner, Act Now!**





Bronwyn Cornelius, cont. from pg. 1

and get an inside view on the industry, how it works and what the CDs job is like so you can really appreciate it as a business and nothing personal! They want you to book the job and when you're right for it, you will!

All in all it's a fun and fruitful experience and it feels great walking out of a workshop knowing you've done something positive for your career and that you're one step closer to your next TV or film role!

I must also say I am constantly impressed by the caliber of acting in the workshops and the kindness and professionalism of the staff – Helon and Michelle have been fantastic consultants!

Anyone feeling like they need to jump-start their acting career should jump in to Act Now and get seen... and get acting!

Thanks a million,

Bronwyn Cornelius

WOW Bronwyn! 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!**



It's a sale!!
Thursday, July 17th
Call your consultant between 11-5 and get
10% off of one workshop!
You must use the code phrase
"Come on Baby light my FIRE"
to receive the discount.

*Happy 4th of July to our Wonderful Clients.
Lots of Hugs & Kisses from The Act Now Gals!*

