

# Act Now!

LA's most exclusive  
Networking company

August  
2008

## Featured Client of the Month! Katie Campbell

So...I'm an actor. Shocker, I know! But I am. It actually took me a long time to be able to say that with confidence. I'm ahead of myself though. Backing up. Come with me. We're walking, we're walking. Stop. Okay. I moved to LA almost 6 years ago from, wait for it...Alabama! That's right. The dirty south. Anywhos, I moved out to Hollywood because I wanted to DANCE in the movies. Mhmm. Dance. I'm also a dancer. That's easy for me to say. I've been a dancer since before I can remember. As for acting, when I moved out here I went as far as declaring I did NOT want to be an actor. Everyone moves to LA to be an "actor." Not me. I'm not an actor. I'm a dancer. I focus on dance. I am trained to dance.



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## Interview with Casting Directors

### Carolyn & Concetta

By: Kenna Dean, Owner of Act Now!

#### How long have you been with your current office?

We have been casting as a team, Carolyn Long & Concetta DiMatteo as Long/DiMatteo Casting for over 12 years.

#### What projects are you currently casting?

We are currently working on CHICKADEE a feature film set back in the 1920's upstate New York—attached to the project are Chris Cooper, Julie Kavner, & Michael Emerson; also, a western thriller, PRAIRIE BONES

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## Recent Successes!

### BOOKED!

Gina Torrecilla  
Erica Tucker  
Kevin Cottler  
Gerard Marzilli  
Jon Carlo  
Henry Watkins  
Mark Doerr  
Amy Landecker  
Shaun O'Hagan  
Matthew Jaeger

Raising the Bar  
Bank Commercial  
Criminal Minds  
Criminal Minds  
Mystery ER  
NASCAR Comm.  
Leverage  
Mad Men  
Monk  
McReele

### READ FOR!

Jill Maglione  
Bronwyn Cornelius  
Jamison Haase  
Kelicia Meadows  
Claudia DiMartino  
Henry Watkins  
Henry Watkins  
Henry Watkins  
Jeanne Simpson  
Christina Thurmond  
Becky Wu  
Keith Markey  
Keith Markey  
Solis Chosen  
Pete Staniunas  
Levi Damione  
Bronwyn Cornelius  
Michelle Josette  
Michelle Josette  
Glenda Morgan Brown  
Jeanne Simpson  
Suzanne Brittan  
Suzanne Brittan  
Matthew Jaeger  
Marian Sorensen

Creature  
Meteor  
Mad Men  
PSA  
Pushing Daisies  
Mystery ER  
NCIS  
True Blood  
Prison Break  
Leverage  
Californication  
Zylotrim Comm.  
Love Takes Wings  
Dear Lemon Lima  
House  
Pilot  
Kiss at Midnight  
Leverage  
Kiss at Midnight  
Life  
NCIS  
CSI  
The Mentalist  
Desperate Writer  
Desperate Writers

### Agency Call-In/ SIGNED!

Deirdre West Signed with ABA  
Jon Paul Burkhart Called in by Imperium 7

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 August 31st 2008)



## Carolyn and Concetta, cont. from pg. 1

with Producer Reuben Lim and Director Jennifer Phang (they just had a successful feature film “Half-Life” at Sundance 2008); and we are casting the feature, IN GOD WE TRUST (a hard look inside the fragile lives of a suburban American family)— Writer/Director Dominik Sedlar & Producer Jakov Sedlar.

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

**Carolyn**— I started in theatre in Northern California doing props, set, etc and worked my way up to directing. It was great finding the right actors for the roles. I was told that I had a good eye for talent— in fact, it was one of my favorite theatre professors who suggested that I should go into casting. After I moved to Los Angeles, I started working as a casting assistant and then associate for television and film and then became an in-house casting director at a small movie company. I really enjoyed meeting and casting new and established actors in films. Especially when the script is good, it’s wonderful seeing talented actors bring a character to life. Still retaining my first love, theatre— I partnered with Concetta to produce an equity-waiver play which is now being developed as a screenplay. Then we went on to cast independent films, commercials, and voice-overs, etc. Currently, I’m also focusing on producing features—always on the look for a great script.

**Concetta**— My background was originally in story analysis and development. I still feel that the most important element in film, television, and theatre is the script. A good project starts with good writing. But when I was a little girl, watching old movies with my mom back in Michigan, I was very interested in the actors and who played what role. My mother knew them all and she always told me who so-and-so was and what other movies they’d done, etc. So maybe that’s why I ended up becoming a casting director. After working in Los Angeles as a freelance story analyst, and executive secretary at Warner Bros. and a casting assistant on several independent films and a television pilot, I produced an equity-waiver play with Carolyn. We then teamed up as Casting Directors. I really do enjoy the whole casting process of working with actors, directors, writers, and producers. Now, I’m looking forward to the next step— producing as well as casting.

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

No matter how bad your day is or was, when you come in for an audition, please leave the negative energy at home. Believe in your talent and be positive. Once you’ve done a scene in an audition don’t say “that wasn’t very good was it?” If you say something like that, you’re going to put doubts in the director’s mind. You can suggest that you’d like to try it a different way but if they say it was good, accept it. Enjoy the audition- please don’t angst over it!

### **How beneficial do you find workshops in your casting process?**

We enjoy meeting actors in a less stressful environment and getting to know them. Over the years we have brought in many talented people who we might not have met if it weren’t for the workshops and we have cast several of these actors in features.

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

When our schedule permits, we do attend theatre, showcases and have gone to standup clubs. Often we bring actors in that we have met at those events to audition for our projects.

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

Network with other actors—they are your best source of information and advice. We do feel that workshops are beneficial to get your work seen by casting directors, agents and managers. Do theatre and showcases but always check on the reputation of these places and situations from other actors, etc. Do short films on your own or do USC, UCLA, Northridge and AFI student and grad films, etc.



Carolyn and Concetta, 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?**

Check with other actors that have headshots that you like and see who they suggest—also, they might warn you about certain photographers who overcharge and don’t take good headshots. Make sure that the shots that you choose really look like you. Be sure and wear clothing that will not distract from or overpower your look.

**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 often bring in talented actors who don’t have name recognition or big credits but they do have good training—that is an important factor. Talent can often get you in the door.

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

Since we get thousands of submissions during the year—it’s much better to have seen the actor’s work and to have met them in person. But there’s always an exception to the rule and occasionally, a headshot and resume will grab your attention—and if the actor is the type that you are looking for to fill a specific role.

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

Send a postcard to our address and update us on what you’ve been doing, etc.

LONG/DI MATTEO CASTING  
Post Office Box 3089  
Santa Monica, CA 90408-3089

**Carolyn & Concetta, Thank you for your time and honesty, I look forward to seeing you again soon!**

**Kenna Dean  
Owner, Act Now!**

Still some spots available to meet  
Carolyn & Concetta  
for 6 Tuesday’s  
starting August 19th.  
Call your consultant to sign up  
818-285-8522

Katie Campbell, cont. from pg. 1

You know what comes next. That little bug got to me and I decided to give acting a shot. All it took was working on a few sets, watching the actors and thinking, "I can do that and they're making WAY more money than me right now!" That will make you hop on the acting train in 2 seconds flat. Seriously. 2 seconds. I counted. So I got myself into a class and after a little work I made some decent progress. Now the hard part, how do I get myself out of class and onto set, as an actor?! The people telling me they could "help me out, when I was ready" didn't seem able to follow through. So here's me, frustrated and shelling out major dough for class with no prospect of an actual career. At least with dance I knew how it worked. I knew I was good. I knew how to get a dance agent and who to network with. But with acting I was clueless. So I quit. That's right. I quit. I just couldn't see a way in. It was a vicious cycle. I couldn't get an agent without credits but I couldn't get credits without an agent. Or so I thought. Enter Act Now. I got the magic phone



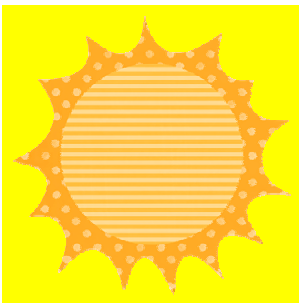


### Katie Campbell, cont. from pg. 3

call from a lovely Act Now consultant. Ms. Jackie Geary. My dear friend Becca Sweitzer had given her my name to see if this was something I might be interested in. Are you serious?! She was offering everything that was missing when I quit. I'm interested! So I dusted off my acting shoes and danced myself over there (I probably drew some attention on the street doing that). I was terrified. I had barely even read a scene in I'm embarrassed to say how long. Jackie was great though and after signing up as a client, I had my first workshop with "Sir" Peter Pappas and then another with James Levine. It was great. I had such a positive experience and it was so motivating to be surrounded by like-minded actors. Even now on days I think I really don't want to go to my workshop but I drag myself there anyway I always walk out glad that I came. And lo and behold...just at the end of my first year at Act Now I got my first 2 auditions directly through them. And in the same week no less. Scott David called me in for "Criminal Minds" within 2 weeks of meeting me and Dan Cowan called me in and then called me back for K-Mart. It was a good week. None of which could have happened without Act Now. I feel just around the corner from booking and it's not just my success that keeps me coming back, it's seeing my friends succeed. Just when I get down and think it might never happen I hear about someone who was sitting on their couch last week and sitting in a trailer this week. I might be sitting on my couch as I write this, but I say "Cheers! To next week!"

**WOW Katie! 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, August 21st  
Call your consultant between 11-5 and get  
10% off of one workshop!  
You must use the code phrase  
*"You're the hottest consultant!!"*  
to receive the discount.  
Yes we really want to here you say it- we're vain!

*Hope you're having a wonderful summer!*  
*Lots of Hugs & Kisses from The Act Now Gals!*

