



Act Now!

LA's most exclusive
Networking company

September
2008

Featured Client of the Month! Hilary Pingle

ACT NOW!,

It finally happened. After nearly 5 years, 46 casting directors and countless hours and dollars spent towards the business of acting—I did it. I booked a job. A SAG job. A SAG job in a feature film. A SAG job in a feature film with lines! In retrospect, I have to offer thanks for this major career accomplishment to ACT NOW! Without the hard work, honesty, standards, integrity and love this company offers to all of its clients—this very, VERY big step of stardom would not have been possible.



My story is a long one; in terms of what most beginning actors put towards their career before they see movement. It started with a call from Stacie Renna in November 2002. She received my information from a friend of mine I had done a play with and wanted to know where I was in my acting career and if I was a proper candidate for the services ACT NOW! offers.

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Interview with Casting Director Jeremy Gordon

By: Kenna Dean,
Owner of Act Now!

How long have you been with your
current office?

I have been working freelance for the past 4 years. I work on my own projects as the lead Casting Director and simultaneously work for other CDs as an Associate so I tend to jump around from office to office.

What projects are you currently casting?

"Girrl" - starts soon, Indie Comedy/Drama, "Hollywood Douche Bags" - big budget indie comedy starts soon, "Tears From Afar" - indie drama, "Devalved" - indie comedy, "Untitled Mockumentary" - indie mockumentary ala Spinal Tap. Possible new sci-fi/thriller webisode series.

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Recent Successes!

*CAPS denotes FILM projects

BOOKED!

Elaine Loh	Chuck
Mohammad Hussain	MAGIC MAX
David Lawrence	The Unit
Rick Cox	House For Sale

READ FOR!

Eris Migliorini	Dutch Boy Commercial
Levi Damione called in for a pilot	
Aisha Kabia	90210
Steve Alderfer	Entourage
Brian Sounelath called in by Jeff Greenberg	
Mindee DeLacey called in for a FEATURE	
Sean Persaud	Two & A Half Men
Glenda Morgan Brown	House For Sale
Meg Amsden	House For Sale
Leslie Arvirson	Californication
Riel Paley	Criminal Minds
Jeanne Simpson	House
Meili Cady	THE MANSON GIRLS
Jospeh Gilbert	THE MANSON GIRLS
Abbie Coss	Greek
Dufflyn Lammers	House For Sale
Jenn Liu	Private Practice
Jennifer Buontantony	Globe
Jocelyn Pronovost	House For Sale

All called in for Commercials -

Sean Persaud, Joanna Wilson, Dinora Walcott, Ana Beauchamp, & Maura Crowley

Agency Call-In/ SIGNED!

Eric Olson signed w/Jana Luker
Robert Brwer signed w/ABA
Christian Olave signed w/Imperium 7

*Be sure to update your consultant with any
success stories*



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 Sept 30th 2008)



Jeremy Gordon cont. from pg. 1

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

I started my production company, Shoot Productions, with my business partner, Joe Dain, and we were offered to co-produce a 5-picture deal from the horror masters, Full Moon Features (Puppet Master, Ghoulies). Charlie Band, their President, offered me their Head of Casting position and got me started in the business. I studied theatre and acting at Syracuse University which I fully believe has helped me as a Casting Director. I understand and respect actors, where they are coming from, what they have to do, their process, etc. I love actors and I love auditions. I compare auditions to the rehearsal process, which I always found more fun than actually performing. I'm currently working solo with my own company, Lucky Number 24.

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

My biggest piece of advice is that first impressions are lasting. The way you present yourself at your first meeting with any CD will be your standing reputation with that CD. If you come with a crinkled, out of date resume which has not been stapled to your headshot and you offer up a million excuses as to why you are not prepared or why you are late, chances are, your audition is over before you begin. If you can understand the audition process from our point of view, it will help you immensely. Always keep in mind that we are most likely seeing many, many actors for your role and just as we try to keep the auditions moving so you are not waiting forever, when you are finished and the CD says something to the effect of, "Thanks for your time. Enjoy the rest of your day," that is a big hint that it's time for you to go and not the time to start a whole new conversation about the next audition you have to drive all the way across town for. Gather your belongings quickly and head on out. You can organize your bag outside of the CD's office.

How beneficial do you find workshops in your casting process?

I don't use workshops as part of my casting process, since a workshop is not an audition. However, when I am casting a new project, I will absolutely go to my files of workshop actors, and if I am able to bring in any of the actors I liked, I will definitely do so. I find the workshops themselves very helpful. They allow me to meet tons of actors and I have found many talented actors. It also gives me a good idea of the level of talent and professionalism out there.

Do you attend theatre? Stand-Up Comedy?

Showcases other than workshops?

I do attend theatre. My first love was theatre and I'm currently the Resident Artistic Troupe Director of "The Troupe @ The Hayworth" and I most definitely enjoy attending theatre. I'm not at all a fan of stand-up comedy because it's usually pretty bad and repetitive. Though if a stand up comic can make me laugh, I'm impressed. I do attend showcases, but have lately been turned off by the lack of follow through that the actors don't seem to have. Why spend my time attending if the actors are not going to return phone calls or emails about a meeting or audition?

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

This has to be something you love beyond any other and has to be something you could not do without. Don't expect to land your dream role or even an agent in the first few months or even the first few years. It can take you years to get something going. It's all about living the dream. Actors don't get out of bed for the reality of this business.

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?

This is a very important thing to talk about and it should be relatively easy to understand but more often than not, actors have terrible headshots. They only need a very basic picture of their face..a picture that represents what they actually look like. It's not an opportunity for the photographer to show off their artistic skills and it's not the time for the actor to show off their new wardrobe. I personally hate when the photographers have funky backgrounds that distract from the actor or when the actors have words or designs on their clothing. Nothing should distract from their faces or the picture is pointless. My other pet peeve is when the actors try to look sexy. If you're not sexy, trying to *look* sexy only makes you look ridiculous. Just look like yourself and you're likely to get more auditions. I'm also not a fan of pictures that cut you off at your forehead. Again, we want to see your entire face and it's harder to see what you really look like without the top of your head. But, every CD has different opinions on headshots. If you think about it logically and if you are honest with yourself and what "type" you are, a headshot should not be as difficult as they seem to be.

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?



Jeremy Gordon, cont. from pg. 2

I don't personally pay much attention to the training they have. I have seen plenty of actors with top-notch training from the best universities and classes with the best of the best here in LA and they still can't act. On the contrary, I have read actors who attended community colleges and couldn't afford the expensive classes, who can act circles around other actors. If they have the look I need, their training doesn't come into play for me. There are projects where they must have certain credits before I can read them. If they don't have the credits, they don't have the credits and where they are taking classes isn't going to change that.

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

I love meeting new actors. I teach workshops all around LA on a regular basis for that very reason. I don't look at random submissions however. If you are not submitting for a specific project there is no reason to send me your pic/res. I can't save them all and I'm not likely to remember you in 6 months when there is a role for you. But if you submit for a specific role, then I'm happy to look at it. Obviously there are some projects and some roles where I need a certain level of talent, and then I will usually only look at actors submitted by agencies but that is not true for all projects. I personally can't stand postcards. I see no value to them. They are a waste of money and resources. Save your money. I don't need to know that you are guest starring on a TV show. Every CD is different but with the amount of postcards I get (which can total hundreds each week), I toss them in the recycling bin without even looking at them. Same for random submissions. Submit to a project I am casting, and I'll look at every single submission, however.

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

Good question....and it all depends on my relationship with each specific actor. Again, I am not a fan of postcards. If you do your job and keep your info online updated, we can find you easily so you don't need to tell me that you've changed agents. I also can't possibly watch every guest and co star you all book so telling me you are on a TV show, isn't likely to get me to watch it. Once we know each other and you've read for me a few times, it's a different story but at that point those actors will know how to get in touch with me. If you are the type of actor that likes to keep on a CD's radar after a good audition, you can send a note every once in a while but the note should stand out from all the others we get daily (another reason I think postcards are a waste of your money). Currently I am working freelance so my "office" changes with each project. I'm hoping the next few projects I am up for will change all that and set me up in a permanent office so stay tuned.

When do you watch reels? For which roles?

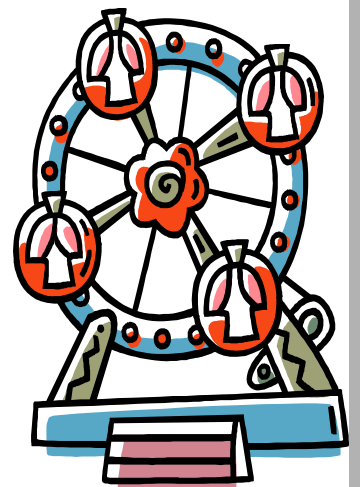
I will watch reels if an agent is pitching a client and I'm interested in meeting them. I will watch reels for lead and major supporting roles. I will show reels to producers/directors if I want them to know an actor. I will watch reels if I am undecided about bringing you in. I will watch reels when asked to...sometimes. I do highly recommend having reels. Even if you have to write and shoot a scene, it's important to have something to show you off. And it's important to have them on the professional websites such as LA Casting, Now Casting and Actor's Access. If you only have your reel on MySpace and You Tube.....not the most professional decision in my opinion. Though I have been known to randomly watch reels in the office when I'm bored. Shhhhhh, don't tell anybody.

Thank you for your time and honesty, Jeremy. We look forward to having you back again soon!

Kenna Dean
Owner, Act Now!

Hilary Pingle, cont. from pg. 1

"What?", "Networking?" "Casting Directors?"—I'm a junior in college, I don't need to "know" people. Her response—"what happens when you graduate? No one is going to hand you a career". Harsh, but correct. So, with some hesitation, I started networking; meeting people, and showing casting directors my work. After two years of networking, with a business plan that looked worse than me after an all night cram session for my college finals, I got my first audition. It was a commercial audition. I didn't book the job, but I've gotten many more auditions with this casting director and built an amazing business relationship with him. Then a few months later, another commercial audition with another casting director and a meeting with an agent. Didn't book that job or sign with that agent. Then a bit later, a





Hilary Pingle, cont. from pg 3

film audition. No bookings yet, but great response from the casting directors and producers of the film.

After graduation I cleaned up my business plan and put it in full swing. Internships, mailings, drop offs, workshops, acting classes, improv classes, submissions, auditions, I even got a job at ACT NOW!--I did it all. And yet, still no bookings. I had this list of casting directors who knew me. I met and re-met them so many times they would say "Why are you here again?—I know you". In my head I was screaming—then cast me, please!!! I was at a point in my acting career, in my naïveté of how this business really works, and how long it takes to go places, that I wanted to give up. I decided that I was going to shift gears and begin to get into casting. I'd act if the opportunity came up, but casting was still in the entertainment business and seemed more stable. As soon as I made that decision the doors opened—wide. I signed with a commercial agent, that I had met at ACT NOW! three times, booked the above mentioned feature film ("My Best Friend's Girl"- out in theaters September '08) through meeting the casting associate and got a theatrical agent. And the success continues through many other auditions and bookings.

I cannot say enough wonderful things about ACT NOW! I was plucked from an actors ignorance at a very early age and given the tools to create a career. Everything that I know about the business of acting I have learned from ACT NOW!. I thank this company as a whole for all that they do in the acting community.

A million thanks,
Hilary Pingle

WOW Hilary! 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!**

*******One of the films Hilary booked, "My Best Friend's Girl" will be in theatres September 19th! Don't miss it! *******

Mark your calendar for our special
"Client Appreciation Event" on
Wednesday, October 1st from 6-8pm
We have lots of wonderful vendors coming that evening to share information about their services and offer discounts to our clients. We will also be raffling off Act Now workshop \$\$ & services from our vendors!



Have a Wonderful Fall!
Lots of Love from The Act Now Gals!