



# Act Now!

LA's most exclusive  
Networking company

February  
2009

## Recent Successes!

\*CAPS denotes FILM projects

### BOOKED!

Michael D. Cohen	My Name is Earl
Leslie Karpman	Brothers and Sisters
Katherine Moser	V.O. Smap Smap
Marc Bossley	Criminal Minds
Kelsey Scott	Days of Our Lives

### READ FOR!

Randolph Adams	The Unit
Nikki Limosnero	Greek
Marin Van Vleck	The Unit
Richard Sabine	My American Family
Mark Doerr	The Unit and Castle
Leslie Karpman	Desperate Housewives
Jamison Haase	Lie To Me
Shauna Bloom	Equity Theater Show
Dufflyn Lammers	Castle & Days of our Lives and Alligator Point
Mercedes Manning	Public Relations
Vanessa Vanderpluym	Castle
Kacey Camp	CSI: NY & The Middle
Eden Mayln	Desperate Writers
J Michael Trautman	Skittles Commercial
Paulie Rojas	Desperate (Equity play)
Kate Huffman	Eleventh Hour
Jodi Shilling	True Jackson
Becca Leigh Gellman	"E!" Pilot
Claudia DiMartino	"E!" Pilot
Jon Paul Burkhart	An American Family

### Agency Call-In/ SIGNED!

Becca Leigh Gellman signed w/ Avalon

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

## Featured Client of the Month! Mark Doerr

(Act Now Ladies & especially )Michelle,

I want to take a quick moment to thank you for all your insight and support over the last year or so at Act Now. It's been very beneficial for me and I thought I'd share a bit of how great it's been for me.



As you know, last year when the lovely and talented Ms. Heather Sher told me about Act Now I had been out of "the business" for a while. I wanted to start meeting people again because I knew no one would remember me. I was skeptical about workshops because I had done some years before with limited success and a couple of concerns.

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## Interview with Casting Director Taylor Jenkins

By: Kenna Dean,  
Owner of Act Now!

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

I was with Finn Hiller casting for 3 years, and just starting working on my own in May (of 2008).

**What projects are you currently casting?**

I cast digital shorts for Fox Atomic Digital and I am currently casting an indie feature called "Christmas Misfits".

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**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 Feb 28th 2009)**





## Taylor Jenkins cont. from pg. 1

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

I graduated from Emerson College in 2005 (woot woot!), and took an internship in casting at CSI:NY, once that was over I was recommended by my bosses there to work with Sarah and Randi at Finn/Hiller.

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

DO: Get the job.

DON'T: Not get the job.

I'm kidding. It's hard. Each person has their own strengths and weaknesses and sometimes the most important thing is being honest with yourself about what those things are. After that, all you can do is make sure you don't work yourself up into a fervor over any particular role and diversify yourself so that you always have something going for you. That will give you a confidence in the room that can't be manufactured.

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

There are so many times where the role is such that you just want to bring in 5 people you know will knock it out of the park and then call it a day—very often these days just happen to fall on days I want to go to the beach. Workshops make that so much easier to do. I've seen these actors work before and I spent time with them; I know what they are capable of and I know I'm not wasting my time. It's also incredibly helpful when you're looking for faces that haven't been seen time and time again.

### Do you attend theatre? Stand-Up Comedy?

#### Showcases other than workshops?

I do occasionally but I should do it much, much more. Whenever I go to a play I always think "I should see more plays". So I hereby grant you permission to bug me and make me go to your show (unless you know your play is bad and then don't trick me).

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

Bleach your hair and get a boob job. Short of that, I don't see how you can work in this town. I. Am. Kidding. Just start moving. Get in a play. Do a student film. Start meeting people. Even if you feel like you're running in circles for a bit until you start moving forward, that's okay. Just don't ever stagnate. It's much better to work a day on a stupid student film with no money than spend that day on your couch—no matter how comfortable that couch may be.

### 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?

The most important thing when it comes to headshots, is make sure it looks like you. I know this seems painfully obvious but apparently it's not. Your headshot shouldn't look like what you wish you looked like. If it worked that way, I'd replace all my pictures on Facebook with ones of Rachel McAdams. It's good to put your best foot forward but make sure it at least looks like your foot.



### Taylor Jenkins, cont. from pg. 2

**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?**

This depends completely on how much time I have. If I have time to test out actors with little credits, then people with good training are going to be the first people I call in. If I don't, it may only be one or two. But you always want to meet new actors, so people that have impressive training are people you always want to fit in.

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

With no context, it's hard to know what to do with those headshots. It's not an ideal way to get noticed but it is a first step if you need it. Just be as straightforward and humble as you can.

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

Email. If you email me and I don't get back to you, I have to stare at your name in my inbox. Email is best. I may not get back to everyone, but I will try harder over email.

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

I only watch reels if I'm really torn on someone. Other than that, reels are mostly for me to show your stuff to directors to convince them to see you.

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

**Kenna Dean  
Owner, Act Now**



### Mark Doerr, cont. from pg. 1

**My first concern was the quick "one and done" mentality. What do they say about good marketing? You need to get your materials in front of your target audience 7 times to be remembered? Well I figured if I saw someone 3 times I'd be doing okay. The problem was that since they only booked the CDs once a month it would take at least 3 months before I felt like someone would have even the slightest idea who I was. The other problem I had with these other workshops was that over time it seemed like they were pulling people in off the street to participate. I don't want to bad mouth anyone so let me just say that I felt the level of talent to be less than what I would hope to see in a workshop like that. You can imagine how frustrating that is when you only have the one shot to meet someone.**





**Mark Doerr, cont. from pg 3**

As Heather told me about Act Now I felt like it fit into what I wanted from a workshop situation. After meeting you and coming to my first few workshops, I knew that I had made the right decision. And with the few successes I've scored I feel even better today about that decision. I've been called in by a number of the CDs I met through the workshops and I've been fortunate to book a couple of gigs from those auditions. I guess you could say I'm a poster boy for how it's supposed to work. Which is pretty cool since I've never been a poster boy before. For anything. Even when Heather was my consultant you (Michelle) were incredibly supportive of me and my plan. I thank you for that and appreciate the hell out of it. Especially now that you're "my gal."

So anyway, I want to say "thank you" for providing the forum to meet casting directors in a manner which I believe works. And like I said...for proof of that...you can look at my resume.

Mark Doerr

**WOW Mark! 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,



Love

**Happy Valentine's Day  
Love The Act Now Gals!**