



# Act Now!

LA's most exclusive  
Networking company

## May 2009

### Featured Client of the Month! Kerry Liu



Dear Act Now,

I started taking workshops at Act Now in April 2008 and really liked how professional the office was.

One specific workshop that really stood out to me as exceptional was my first voice over workshop with David Lawrence. One week after his workshop, I booked a voice over job!

David really sits down and guides each person through individual voiceover recordings. He fine tunes them, actually edits in music and sound effects, and sends them to you so you have a variety of QUALITY demos to go!

David is so giving with his time; he was working on "Heroes" when he taught the class, but his energy and efforts NEVER waivered. He still gave 100%.

It's masters like David Lawrence that invigorate the voiceover and acting business and prove there is always work for the fearless!

Break a Leg,  
Kerry Liu

**WOW Kerry! 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!**

FYI...we still have some open spots in a workshop with **David Lawrence** starting June 2nd at 7:00 for 3 weeks. The first 5 callers who mention this Newsletter **GET 10% OFF!!!!**



### Recent Successes!

\*CAPS denotes FILM projects

#### BOOKED!

Mark Doerr	The Unit
Nicole Travolta	Secret Life of the American Teenager
Tracy Leigh	Criminal Minds
Morry Schorr	Nip/Tuck
Vanessa Vander Pluym	ASSISTING VENUS
Jill Maglione	I Didn't Know I Was Pregnant

#### READ FOR!

Greg Stein	Washington Shield
Kelsey Scott	Days of our Lives
Jon Schmidt	Criminal Minds
Courtney Andresen	Entourage
Doug Grimes	House
Jon Paul Burkhardt	Californication
Viktoria Marton	Entourage
Morry Schorr	THE AGENCY
James Elliott	Cold Case
Glenda Morgan Brown	Jimmy Kimmel Live
Ryan Shrimme	Untitled Anita Benfroe Pilot
Joseph Gilbert	Untitled Anita Benfroe Pilot
Jayson Matthews	House
Ginette Rhodes	Curb Your Enthusiasm
Jen Lilley	TURBO DATER
Leslie Ivarson	Nip/Tuck
Brad Carter	Adam Sandler Film
Rich Ceraulo	Turbo Date
Kat Nevin	I Didn't Know I Was Pregnant

#### All called in for "Swiffer" or FTD Commercial:

Jen Lilley, Dufflyn Lammers, Lisa Younger, Sara Rae Foster, Claudia DiMartino, Cate Cof-felt, Jennifer Lewis, Yolanda Wood, Kiva Jump & many others!

#### Agency Call-In/ SIGNED!

Erin Holley SIGNED w/ Pinnacle

**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 May 31st, 2009)





## Interview with Casting Director Todd Sherry

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

6+ years

**What projects are you currently casting?**

CHUCK/ NBC and PRIVILEGED/CW

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

I am also an actor. Patrick Rush cast me as the lead in a play a little over 6 years ago. In order to do the play, I had to give up my survival job waiting tables. When Patrick found out, he gave me work in his office helping out with the pilot of EVERWOOD. And that's how it all began.

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

DON'T do any "actor bullshit"...no weird preparation in the room...Don't ask any questions UNLESS the answers will immediately affect and change your audition from what you prepared prior to coming in.

DO enter the room with confidence, say hello, take your spot, settle in quickly, and get down to it. Bring your "A" game.

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

We couldn't do without workshops. Our office has used over 100 workshop actors so far this season on CHUCK and PRIVILEGED. They are invaluable to us. Without them, we would have to do endless pre-read sessions of many actors just to find the few who will go to producers.

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

I attend the showcases at Anthony Meindl's Actors Lab/META Theatre and the No Actors Showcase run by Rene Ashton.

**Any tips you can give an actor who is just starting out in the LA Market?**

Get thee to THE ACTORS NETWORK ("TAN"). The resources there are endless and the support from other actors is amazing.





**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?**

Once you figure out what you have to SELL, you will get the right shot. On TV, you have to be a marketable type. Many smaller roles—the roles you’ll start out doing—need to be played by actors who are almost immediately identifiable. Think about commercials. You instantly know who is the “soccer mom”, the “couch potato dad”, the “boss”, the “skater kid”, “computer geek” and so on. I’m not saying that’s all you’ll ever play, but you do have to be realistic about your range. There’s no Johnny Depp or Meryl Streep on TV. Find your niche and what you have to sell to tv, then your hairstyle, wardrobe, and ultimately your photos will reflect that. The people who have trouble picking a headshot are the very actors who have no idea what they are selling.

**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?**

Training counts. It all depends on what the producers want. Or if the network wants a “name”, etc... Recently, we just hired a workshop actress who only had a few co-stars on her resume. She is playing a Guest Star, top of show role on CHUCK because she was good at the audition and has the perfect look. When everything matches up and you bring your “A” game, the role is most often yours, regardless of your training or experience.

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

Sometimes we respond to a postcard. Almost never to an 8X10. No time. A good shot on a postcard saying “Just booked CSI” or whatever is all you need. Of course, it must say how and where to find you for an audition.

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

Once you’ve met us...postcards.

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

When we request them. Usually only for pilots. Sometimes we watch SpeedReels sent by agents as a pitch for a role. Unsolicited reels are not watched.

**Thank you for your time and honesty, Todd.  
We look forward to bringing you back again soon!  
Kenna Dean  
Owner, Act Now**





## Congratulations to the finalists and winners of RepeSensation!

	SAG:	NON-UNION:
<b>1st Prize (Signing!)*</b>	<b>Laura Niemi</b>	<b>Michael Piper-Younie</b>
1st Runner Up	Olive Gallagher	Walter Pena
2nd Runner Up	Joe Cardinale	Brian Ruppenkamp
3rd Runner Up	Jaimi Paige	Tara Perry
4th Runner Up	Casey Hendershot	Rhiann Woodyard

\*Laura Niemi signed theatrically with **Marsha Hervey** from Hervey/Grimes and Michael Piper-Younie signed theatrically with **Tony Ferrar** from Rogers/Orion. Congratulations! You were SENSATIONAL!

Other finalists in the TOP TEN were . . . .

SAG:	NON-UNION:
Celia Finkelstein	Daniel Robaire
Cutter Cutshaw	Desiree Hill
Nikki Limosnero	Sanford Holsapple
Burke Byrnes	Jessica Botello
Scott Poythress	Ashley Sawyer

**Don't miss out on another Act Now sale day- **Monday May 18th****  
**Call your consultant between **12-5pm****  
**to receive **10% off** of one workshop of your choice**



*Happy Spring  
Love, The Act Now Gals!*