



# Act Now!

LA's most exclusive  
Networking company

## September 2009

Featured Client of the Month!

### Glorinda Marie

Dear Dufflyn, Amanda &  
everyone at Act Now!!!

Thank you so much for your in-  
spirational encouragement and  
upbeat attitude. I appreciate your  
sincere guidance and assistance  
in helping me strategize my career.  
Because of your cheerfulness and positive  
energy, everyone who attends Act Now is  
made to feel welcome.



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### Interview with Casting Director Russell Boast

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

Around 3 years.

**What projects are you currently casting?**

Just wrapping up A LITTLE HELP with Jenna Fischer (The Office) and Chris O'Donnell (Batman). Director Michael Weithorn (King of Queens). About to start THE RAISE (With the makers of BOTTLE SHOCK and NOBEL SON) and then have a very big picture in the pipeline which I cannot disclose at this stage.

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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 August 31st 2009)

### A Sampling of our Recent Successes!

\*CAPS denotes FILM projects

#### **BOOKED!**

Kelsey Scott	House
Alex Valente	Cold Case (recurring!)
Laura Niemi	The Mentalist
Laura Niemi	Criminal Minds
Mike Rock	Monk
Mark Doerr	Mad Men
Nellie Barnett	Criminal Minds
Maria Olsen	DARKENING SKY
Samantha Colburn	House

#### **READ FOR!**

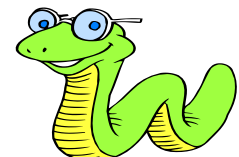
Tyrone Johnson	Southland
Glenda Morgan Brown	HOLIDAY HOUSE
Glenda Morgan Brown	Jimmy Kimmel Live
Becca Leigh Gellman	Lie to Me
Iselle Slome	Community
Scott McDonald	THAT PERFECT MAN
Dufflyn Lammers	Castle
Alison Blanchard	Big Love + Commercial
Abbie Cobb	How I Met Your Mother
Ry Higdon	PRIEST
Alejandro Mongalo	UNTITLED FEATURE
Dane Davenport	Lie to Me
Josh Brener	Community
Inger Tudor	The Mentalist
Cortney Palm	Cold Case
Ted Heyck	Cold Case
Frank Montella	Cold Case
Matthew Scott Montgomery & Dufflyn Lammers for	(MOW) LOVE WILL KEEP US TOGETHER
Glenda Morgan Brown	Hank
James Elliott	Saving Grace
JR May	The Mentalist & Cold Case
Phillip Wilburn	How I Met Your Mother
Jewel Greenberg	Swiffer Commercial

#### **All called in for "Criminal Minds"**

Elenor Han, Stan Roth, Jen Lilley, Mike Hougland, Denise Carol, Doug Hughs

**Plus a number of Agency Signings!! Congrats!!**

**\*Be sure to keep your consultant updated with any success!!**





### Russell Boast, cont. from pg. 1

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

It's quite a story. I became a CD by default, which is probably normal. I don't think anyone wakes up one day and says, "Mom, I changed my mind, I don't want to be a fireman, I want to be a Casting Director!" I grew up in the entertainment business and was always surrounded by artists and creative people. Early on, I realized I had a gift for having very good instincts about people and what made them "tick." That gift and a burning desire to enable artists to fulfill their dreams lead me to casting.

I have had the most amazing opportunities in my life, probably because I seldom wait for permission and I have never sat around waiting for the phone to ring. Leave me in a padded room for more than a couple of days and when you open the door, a production of some type will come bursting out. I have worked in 9 Countries around the world, casting, coaching and producing. I have worked with "A"-List actors and got African Tribes "camera ready" without them having ever seen a television or movie theatre.

Since relocating to LA 5 years ago, I have worked on over 27 theater productions and cast dozens of movies...as long as I'm surrounded by creativity and can offer people the opportunity to learn, discover and grow, I'm happy.

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

I'm going to answer this from two different parts of my brain. My Casting Director brain says: I don't want to see your process, I don't want to hear about the fact that you are having a rough day, I just want you to entertain me and have fun doing it.

My Coach brain says: never give up. The minute it is a struggle to perform or you feel like entertaining is becoming hard work...something is wrong.

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

Very; apart from the fact that I love working with actors, the more talented people I know, the better I can guide my clients and put together "top-notch" casts.

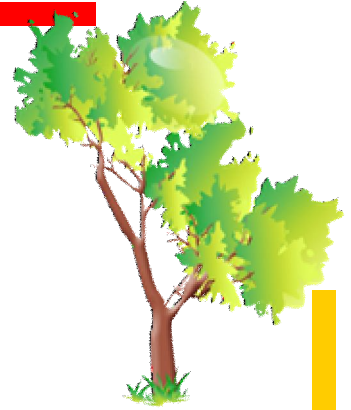
#### **Do you attend theatre? Stand-Up Comedy? Showcases other than workshops?**

I wish I had time. I cast by day, coach late afternoon and am usually in a theater at night working on my own projects. So no, I seldom get out to see other work - Note to self: "I should!"

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

Make friends in the business. Be proactive, don't wait for the phone to ring. Join a theatre company, audition for everything, put together a schedule you stick to and remember you are a business that you are running. Actors often complain about their agents and managers in this town and believe they are only as good as their representation. This is NOT true! Your management team will only be as good as you are - you





**Russell Boast, cont. from pg. 2**

have to initiate everything and then people will want to work with you and support you.

**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?**

For Film and TV, a headshot is simply a reference for us as to who you are. It is not a marketing tool. Keep your shot simple and as close to who you are as a person as possible. In the commercial world, your headshot markets you into a particular character. In film, it tells us who you are. You don't have to get in full costume (because every role you are submitted for is going to be different), but a hint of a certain type lets us know you could be that person. Don't be afraid to take a shot without make-up, ladies, or showing your gut, men. You are who you are, and being comfortable with that will go a very long way in getting you work. In the end, though, just a simple smiling picture and a simple serious shot are the main tools you need. To reiterate, just make sure it looks like you in everyday life!

**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 helps. We have a 13 second rule in the office. 3 seconds to see if you look like the part and 10 to see if you can act! As a Casting Director I am not too concerned about training; my concern is whether you can act or not.

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

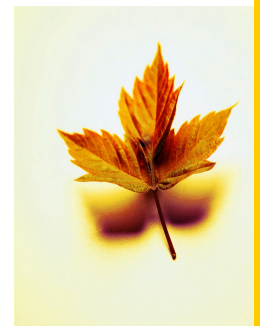
I have brought a couple of people in from a direct submission, but the timing of the submission is paramount. If your shot comes across my desk and I'm not looking for your type for the film I'm currently working on, chances are I won't give your submission a second look- and not because I'm not responsible, but it's because we are under incredible time pressure to come up with the goods on our side often in a very small space of time.

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

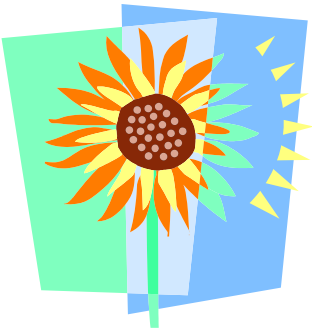
I like headshot and postcard submissions and I have set up an email address for actors to keep me posted with their activities.

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

I constantly watch reels for all roles. A reel for me is like a pre read, it gives me an immediate idea of your level of performance.



**Thank you for your time and honesty, Russell. We look forward to having you back in the Act Now halls this month! Kenna Dean, Owner Act Now!**



Glorinda Marie, cont. from pg 1

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You have created a supportive attitude amongst colleagues. Bravo!

I just completed a 4 week workshop with LLP Casting and was called in to read for a role in an upcoming miniseries entitled "Meteor." I booked the role and we just finished shooting a few days ago. Naturally, I am thrilled.

Because of that job, I also accrued my wonderful theatrical agent. So double yay ~ yay! I'm doing my happy dance now. I owe a great deal of gratitude to all of you. Wishing you much success and joy in your own personal journey.

Keep Creating!!!

Graciously,  
Glorinda

**WOW Glorinda! 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!

Enjoy the rest of summer,  
Lots of Love from The Act Now Gals!

