TURNER TALENT

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Goal #1: Beware of Scams!

The talent industry is definitely exciting! To feel glamorous and to see your photos published or be on a movie set is a dream come true. Turner Talent strives to help people learn to enjoy the talent business, whether it is modeling or acting!

This business can be lots of fun, great money and interesting work, but before having someone get started there are some important facts to go over to make sure you know "what you are getting into!"

- **CONVENTIONS / CONTESTS / PAGEANTS**: Not necessarily a scam, but caution when spending $ and not being booked for modeling/acting work!
- **PHOTO MILL**: Most popular scam is what we call a photo mill. This is an agency that makes their money insisting you use their photographers that are "On Staff" to shoot expensive photos and produce a comp card. These agencies don't make their money by booking work only selling pricey photography. They sign up anyone with a credit card & book few jobs. Be suspicions of any company that forces you to shoot with a certain photographer, OR that sells comp cards.
- **ONLINE PITCH**: Another scam is the agency that tries to sell you their online website. Most agencies have website, and yes, it could cost you something, and yes, this is a good tool. However, you shouldn't be forced to sign up for this on the spot.
- **FAKE AGENCIES**: Legitimate agencies make their money by taking a percentage from models and clients off of the work they book. As a standard practice, agencies take 20% from the model as a commission and another 20% for the client as an agency fee. Meaning, if they book you for a full day for $1,000, they actually bill the client $1,200. When the model gets her check, it will be $800 and the agency's profit is $400. That is how a legitimate agency makes it's money.
- **RADIO or PAPER ADS**: Be wary of any agency that advertises in local papers or on the radio. They usually are trying to sell something.

Know the Industry Terms & Lingo!

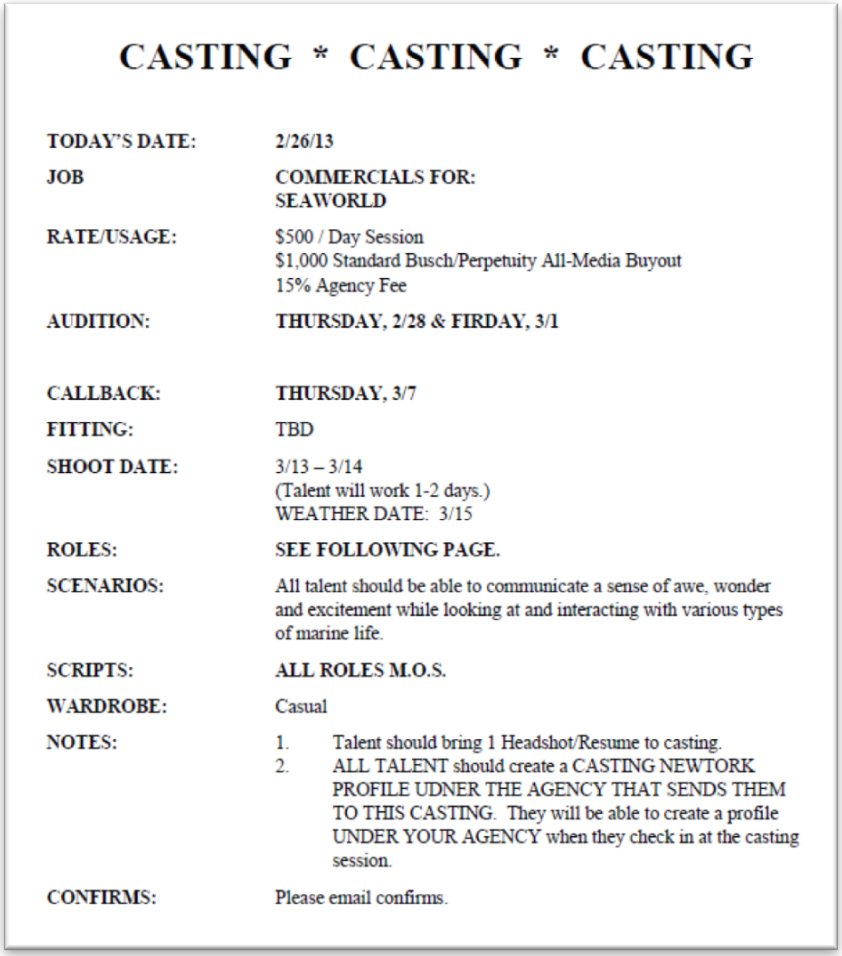
- **Casting &/or Audition:** Casting and Auditions mean the same thing. They are interchangeable, & means to choose models/actors for a specific job.

- **Direct Booking (DB)**: This means you are booked for the job directly from pictures.

- **Availability Check (AVAIL):** For an audition/casting many times the agents need to select WHO they will send to an audition but cannot do that until we check your availability for the audition & shoot date. I recommend you do not even need to discuss this with your child in case they don't get a time slot for the audition.

Know the Industry Terms & Lingo!

- **Breakdown (aka Specs, Specifications, Details)**: The information and details for any given "AUDITION". Such as where it is and what to wear.
- **Call Back (CB)**: Second interview after the initial AUDITION. This means they are narrowing down the selection and they are considering you.
- **Hold:** When the agency puts you "on hold" for a job, it means the client is seriously considering you and wants you to keep the time available for them first. If anything else comes up for that time, you must notify the agency before accepting another job.



CASTING * CASTING * CASTING

TODAY'S DATE:	**2/26/13**
JOB	**COMMERCIALS FOR:** **SEAWORLD**
RATE/USAGE:	$500 / Day Session $1,000 Standard Busch/Perpetuity All-Media Buyout 15% Agency Fee
AUDITION:	**THURSDAY, 2/28 & FIRDAY, 3/1**
CALLBACK:	**THURSDAY, 3/7**
FITTING:	TBD
SHOOT DATE:	3/13 – 3/14 (Talent will work 1-2 days.) WEATHER DATE: 3/15
ROLES:	**SEE FOLLOWING PAGE.**
SCENARIOS:	All talent should be able to communicate a sense of awe, wonder and excitement while looking at and interacting with various types of marine life.
SCRIPTS:	**ALL ROLES M.O.S.**
WARDROBE:	Casual
NOTES:	1. Talent should bring 1 Headshot/Resume to casting. 2. ALL TALENT should create a CASTING NEWTORK PROFILE UDNER THE AGENCY THAT SENDS THEM TO THIS CASTING. They will be able to create a profile UNDER YOUR AGENCY when they check in at the casting session.
CONFIRMS:	Please email confirms.

Know the Industry Terms & Lingo!

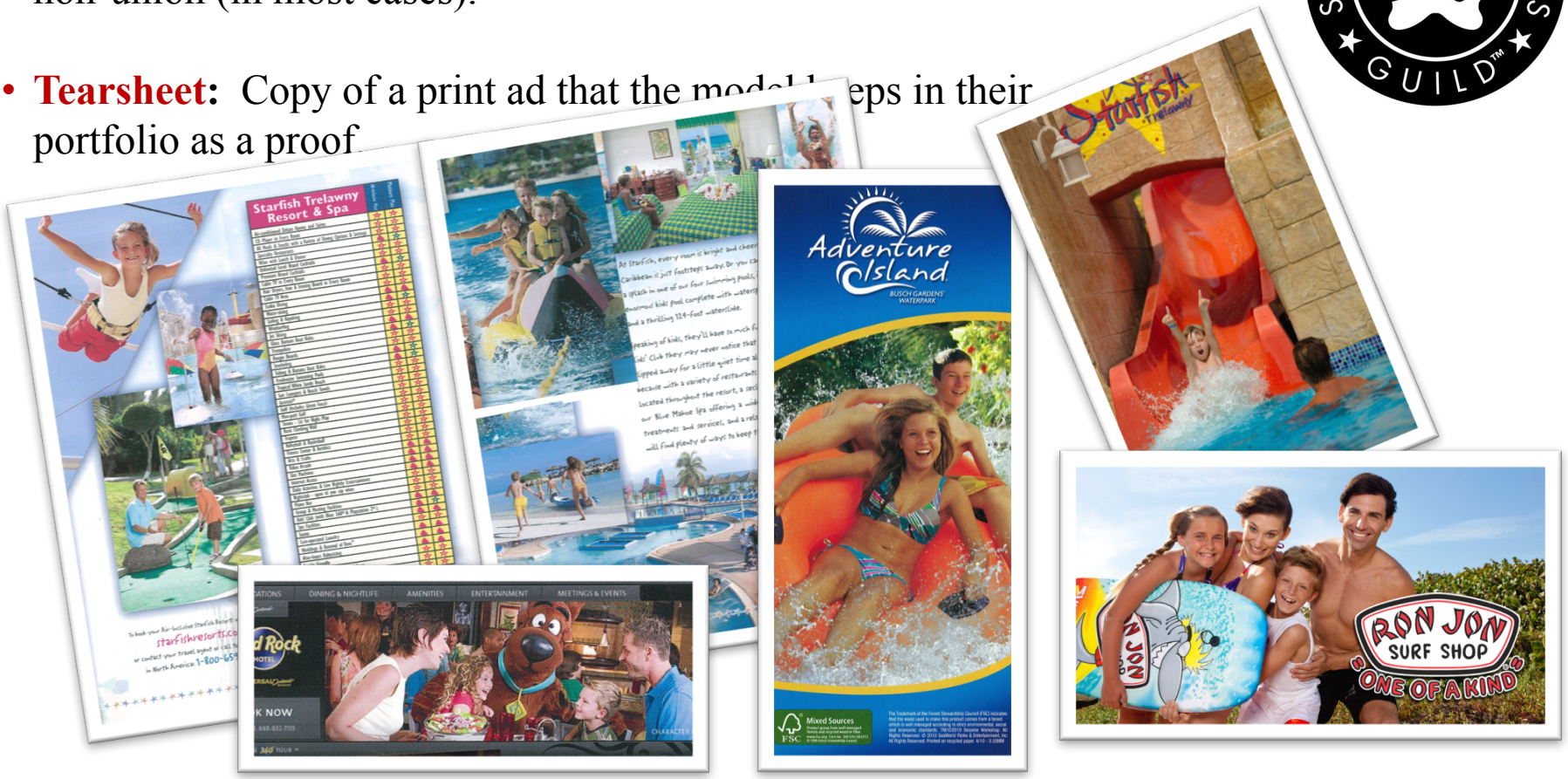
- **Principal:** Main performer in the foreground.

- **Extra:** Acting job where the actor has no speaking lines, but stands in the background & adds to the atmosphere of a scene.

Know the Industry Terms & Lingo!

- **Screen Actors Guild (SAG):** Union for the entertainment industry; however, check each state. For example, Florida is non-union (in most cases).

- **Tearsheet:** Copy of a print ad that the model keeps in their portfolio as a proof



Know the Industry Terms & Lingo!

- **Quiet on the Set:** Means QUIET, NO talking & be ready.
- **Rolling or Camera's Up**: Means camera is rolling so money is being spent, so it is serious shoot time.
- **Action:** Means BEGIN the scene.
- **Cut**: Means STOP the scene.
- **Back to One, First Position, Reset:** Means back to the beginning of that scene.
- **Cheat the Camera**: Don't face directly toward the camera or toward the other person on screen, but rather turn your body in a way, usually diagonally, that allows you to be facing more toward the camera but still look like you are in a realistic conversation.
- **That's a Wrap or Wrapped:** Means you are officially finished with the entire shoot!

Presenting Professionally!

Going To Casting

- **#1 Complaint** From Agents -NOT Following Directions or Getting Info Right.
- **CHECK** All Dates
- **ALWAYS** Take Either a Comp Card or an 8”x10” Pic with Name Printed On Front (Kids Name & DOB). On Back - ONLY Agent Info; Can Handwrite & Attach Resume.
- **DON’T** Bring Extra People to Castings.
- **PUT** Your Cell Phone on Silent.

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Example of a Standard Resume

Name

Date of Birth:_____ Current Age:_____
Height:_____ Dress Size:_____
Weight:_____ Measurements: *_____
Hair Color:_____ Shirt Size:_____
Shoe Size:_____

** Females 15 & Up (Bust, Waist & Hips); Men (Chest & Inseam); Kids (General Clothing Size)*

!! Remove ANY Category below that does not Apply to your experience (rather than leave it blank) !!

Film

Name of Film	Production Company	Role

Print

Company	Production Company	Principal/Extra

Commercials

Name of Commercial	Production Company	Principal/Extra

Theatre

Training (include any class you have taken)

Special Skills/Talent/Info

Valid Passport? Do you speak other languages or can you speak with a certain accent? Do you have any unique skills or hobbies you are proficient at (skateboarding, surfing, rollerblading, riding horses, can you do a back flip, walk on your hands, etc.

Getting Ready to Audition!

General Wardrobe For Auditions:

- **NO** Big Jewelry, Bows, Sunglasses Or Hats!
- **NO** Crazy Prints, Logos Or Stiletto Heels!

WARDROBE FOR General
All American:
Bright light colors , solids, layered look
Think greens, blues, teals, corals,
yellow or pinks only if look GOOD on you
Stay away from BLACK BROWNS GREYS
ALL WHITE, bright red
Unless it is part of a certain "look or vibe" going for- NO big words, characters logos etc on shirts

The "Slate"

- Your Slate Is A Greeting: Hi, Hello, Hey.
- First & Last Name.
- Age & DOB (For Under 18yrs Or Your Role).
- Agency Name.

Learn to "Think on your Feet!"

Be ready with answers to these kinds of questions.

- Tell Us About Yourself.
- What Is Your Favorite Color?
- What Is Your Favorite Food?

Not one-word answers!

Going To Set "MUST-DOs"

- **BE ON TIME** … even though you WILL have to wait! Part of the job. ON TIME is 15 early
  LATE is On Time & FIRED is LATE
- **DON'T** Bring ANYONE else with you! Other than guardian has to bring minor
- **BRING** ID & Phone Charger!
- **BRING** a light snack (NO chocolate or Doritos!) and something to do if waiting.
- **WARDROBE**: bring more clothes than they asked for (no ALL white/black/red or dark). Bring a light jacket, **DO NOT** leave it in the car. **WEAR** proper undergarments (No black under white/light clothes)!
- Any guardian can stay with a minor on set-
- **TURN** Your Cell Phones on **SILENT!**
- **FIND** the "Check-In" Person and check-in **SET READY**!
- **DON'T** take video, photos, selfies **OR** Ask for Autographs!
- **LET** the Crew get in the food ("Crafty") line first! FOOD is catering, craft services or CRAFTY
- **DON'T** ask "when" you will be done (or if it's a WRAP)!

- **SUCCESS = not just an "IT" factor. COMBO of looks, skills, ATTITUDE, follow through, organization, reliability, responding professionally, and being a team player**

Keep Professional Records!

TEAM Turner Talent

Audition and Booking Record

Turner Talent Florida Actors/Models Book

Audition Date	Callback Date	Shoot Date(s)	Rates/ Fees	Production Title/Co. Product/Employer	Date Paid	Commsn Paid/Date	Agent

- **PAPERWORK & PAY**
  Know Your Social Security Number (SSN)

- WHEN DO I GET PAID?
- Clients can take 60-90 to pay agent or producer and then they can run it through their payroll.
- RULE OF THUMB: IF have not received at **90 days** send a clear email to me or agent or entity with:

NAME/DATE of original shoot
Shoot name/location/ RATE
"This is the 90 day mark
If you contact me or an agent to ASK and it has not been 90 days you probably won't get response!

How to CORRECTLY Submit to Castings Via Email

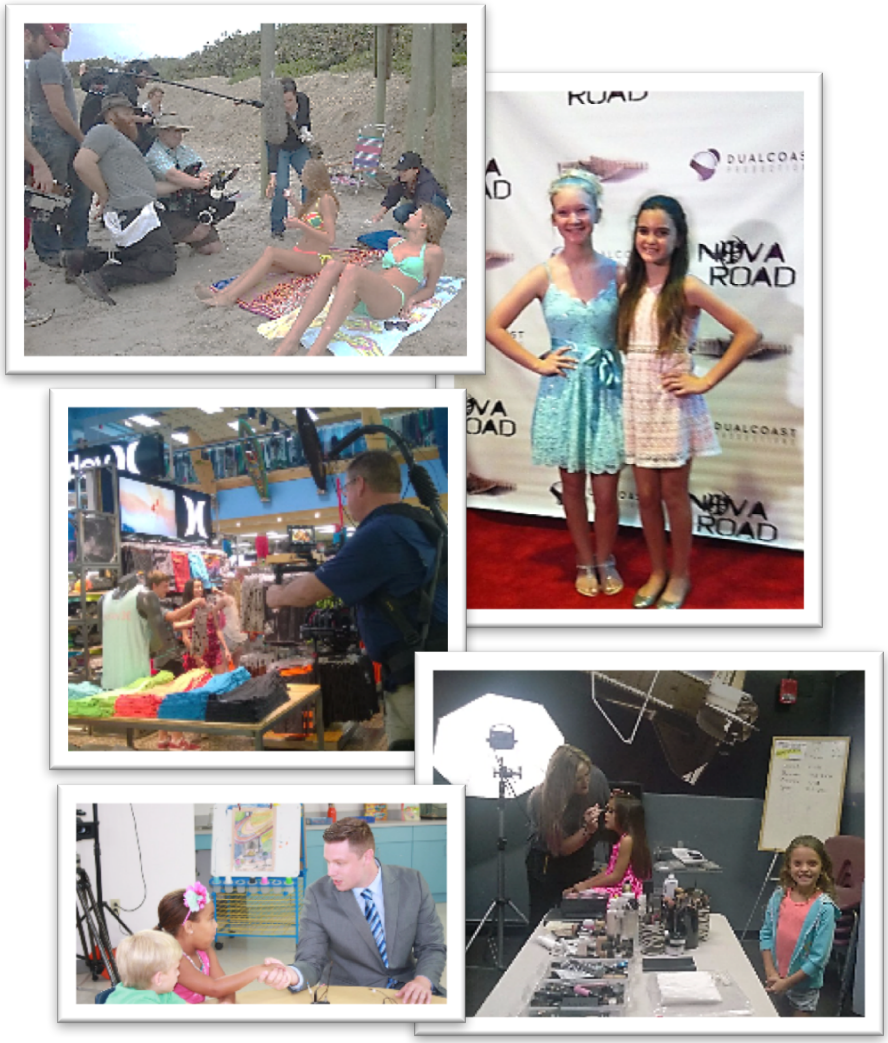
- **NEVER** submit to more than ONE agent for the SAME casting!
- WE DO NOT KNOW WHEN OR IF WE WILL HEAR ANYTHING. If you don't hear we have not heard-no need to ask ☹
- **CREATE** a full submission.

A correct submission includes (DIGITAL = EMAIL) Photos:
2-4 PHOTOS: Smiling SHOWING TEETH headshot
A full length Maybe another pic or 2 that fits the casting as much as possible
Resume or info sheet, video footage if you have and if they request
Include: Name Age 8 DOB 08/27 0000/Adults only if asked
CELL: xxx-xxx-xxxx EMAIL:
HT 5'5 WT: 118 General clothing size 4 Shoe 8 ½

Important Talent Training Tips

- **COLLECT *Candid Shots*** for portfolio:
  - Candid Shots are non-professional, unedited photos; good to have on hand when doing certain things, dance, sports, unique hair style, etc.
  - If you DO NOT have pro pics that is our first step – at least a headshot/full length
  - Cheaper the photos could also be LESS QUALITY , LESS BOOKINGS
- **PLACEMENT** with agent (Turner Talent assists you with this).
- **CONSIDER** acting training, improv/auditioning classes, fashion walk/model boot camp. (TT tries to offer)
- **GET** video footage of you speaking on camera, doing a product demo or acting clip. Work towards a demo reels (slate, mono, and commercial done on tape correctly). (TT offers services to provide this)

Important Talent Training Tips



YOU are the Product, the Prop, the TALENT- Take care of yourself!

- **Eat right & Exercise so you have energy!**
- **Watch out for sunburns. USE SUNSCREEN**
- **Think first before adding a tattoo or body piercing, OR changing hair drastically if you are in this business. Sometimes the more changes you have makes it harder to book you!**

Sometime TT offers other training so watch FB & VIP PAGE POSTS or email us!

Talent Development Plan

- **Follow Turner Talent on Facebook** for general notifications.

- **'Become a Talent'** at www.frontrunnercasting.com. List Turner Talent as your REPRESENTATION *(& Let Turner Talent Know When You Respond You Are Available for Jobs!)*

- **'Join the Crowd'** at www.crowdshotcasting.com. List Turner Talent as your REPRESENTATION *(& Let Turner Talent Know When You Respond You Are Available for Jobs!)*

- **Check out** Brevard Film & Talent Group, and WIFT-Women in Film & Television(NOT JUST FOR WOMEN) Melbourne Branch on Facebook, or similar groups in your location!

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