

## CASTING WEBSITES SETUP

Here is your reference to the various casting websites we use to find opportunities for you or your child. Please upload only PMT approved and retouched (if requested) photos for talent over 5 months old and sitting up safely on their own. In your initial acceptance email, you were asked to email Geri at [admin@palomamodelandtalent.com](mailto:admin@palomamodelandtalent.com) letting her know if you had previous accounts elsewhere (CN, AA, CF – see below). If you are enrolled in any casting service linked to a previous agency that no longer represents you or your child, terminate those engagements or switch them over to PMT.

- 1) INITIAL SETUP: If you are currently “in the biz” and have some or all of these casting accounts (see section 2 if you do NOT yet have these accounts):
  - a. CN ([www.castingnetworks.com](http://www.castingnetworks.com)) - Formerly LAC ([www.lacasting.com](http://www.lacasting.com)) - **please see the end of this document for important information about CN’s new software, which is still evolving.** Email Casting Networks at [change@castingnetworks.com](mailto:change@castingnetworks.com) with a request to have the profile moved to Paloma Model & Talent. Put “Paloma” in the subject line. We do not give out our agency code so please follow these instructions. Once you are added to our roster, please ensure that all your pertinent info, photos and reels are present under the Paloma Profile tab. This is their new system! It’s basically like you have two different accounts - one for yourself, and one for us (and one for a manager if you have one). You must also change your representation information under your profile or your old agency info will still show up on your Casting Networks resume. Please also enter all commercial conflicts your child may be carrying on LAC in their “conflicts” section; note when the usage will be up on the commercial. Make note on your PMT profile in the notes section as well, and **email your agent to inform us, as we want to be on top of renegotiating those spots to maximize your potential income!** You will have a grace period of 30 days to upload a new, approved photo for free. We are frustrated that CN has done away with their option to pay for individual photo uploads and stand alone media hosting and now essentially mandates that you enroll in their all inclusive package in order to maintain your tools. We are in continued conversation with them regarding providing reasonably priced options for actors.
  - b. CF ([www.castingfrontier.com](http://www.castingfrontier.com)): Add Paloma Model & Talent in the “Representation” section of your profile on Casting Frontier in the four main categories (print, theatrical, commercial and non-union commercial) unless we have discussed not representing you in a particular category, or if the talent is union (then not the non-union category). Updating photos costs \$9.99 unless you are on one of their premium plans. Please also enter all commercial conflicts your child may be carrying on CF in their “conflicts” section; note when the usage will be up on the commercial.
  - c. AA ([www.actorsaccess.com](http://www.actorsaccess.com)): Log into Actor’s Access and click on Manage Representation in the box under your name and follow the instructions to change your representation to Paloma Model & Talent. Update your account with PMT approved photos. Similar to CN, AA charges \$10 per photo after your first two free photos, however, you can delete older “free” photos and keep up to two at no cost.

- 2) INITIAL SETUP: Please DO NOT start setting up any profiles until our admin, Geri, reaches out to you with instructions and support. If you are not currently “in the biz” and do not have casting accounts yet:
- a. CN (formerly LAC): **Please see the end of this document for important information regarding CN’s new software, which is still evolving.** We will set up your profile on [www.castingnetworks.com](http://www.castingnetworks.com) immediately and email you the login information **after** we review your digital photo album and pick a suitable photo or photos. If you do not receive the login information please email Geri at [admin@palomamodelandtalent.com](mailto:admin@palomamodelandtalent.com). **Your CN account WILL NOT be completed and usable until we have those photos and it is very important to have an CN account as it is the source of most auditions so get us those photos (make sure you read the Photo Information document on our website for more info).** Your CN represented plan is free unless you want to submit yourself for any jobs (see more about these plans and “self-submitting” in the Notifications and Self Submits document) or update photos and videos. CN is the most extensively used casting website and is used to cast most commercial jobs, but they are pricey to maintain an up-to-date profile. We are frustrated that CN has done away with their option to pay for individual photo uploads or host media alone, and now essentially mandates that you enroll in their all inclusive package to maintain your tools. We are in continued conversation with them regarding providing reasonably priced options for actors. Start with up to date photos to avoid needing to pay quickly to change photos. Please make sure you also add your cell carrier to your profile! **SPECIAL NOTE FOR BABIES: We do not require photos for babies on CN until they are 6 months and sitting up on their own because of the photo update prices. If you want to have a photo of your child posted before 6 months, let us know, but understand you take on the cost of updating your photos, and your photos must look like your child. We may submit your baby under 6 months on work prior to uploading a photo, so do not be surprised if you do get a casting notice from CN.**
  - b. CF: After receiving communication from our admin, you must create a profile on [www.castingfrontier.com](http://www.castingfrontier.com) yourself and choose Paloma Model & Talent as your representation in the four main categories (print, theatrical, commercial and non-union commercial) unless we have discussed not representing you in a particular category, or if the talent is union (then not the non-union category). You must enter a birth date; if you do not, your child will not show up in searches. Updating photos costs \$9.99 after the first free upload. Casting Frontier is a lesser-used but still very important casting website. Please make sure to add your cell carrier! **SPECIAL NOTE FOR BABIES: We do not require photos for babies on CF until they are 6 months and sitting up on their own because of the photo update prices. Please disregard any emails from CF reminding you to upload a photo until this benchmark. You may upload an approved photo anytime, but understand you take on the cost of updating your photos, and your photos must look like your child. We may submit your baby under 6 months on work prior to uploading a photo, so do not be surprised if you do get a casting notice from CF.**
  - c. AA: Geri ([admin@palomamodelandtalent.com](mailto:admin@palomamodelandtalent.com)) will be sending you instructions for

how to set up this account, which is used primarily for tv and film jobs. If you don't hear from her within a week of acceptance, please reach out. After setting up the account, you **MUST** fill out the "about me" and size card sections in order to come up in our searches. Simply confirming the account does not suffice. AA charges \$10 per photo after your first two free photos, however, you can delete older "free" photos and keep up to two at no cost. **Please make sure to add your cell and carrier in the form of an email per their instructions to get text alerts!** AA stands for Actors Access and is the actor side to their casting website, referred to as Breakdown Services.

- 3) **PMT!** As time goes on, don't forget about your PMT profile! We and our clients can elect to only search for talent that has updated their profiles in a certain amount of time, so if you do not update, you may be left out of search results. The younger talent is, the more often you should update. You have places to enter links to talent's social media. If you enter links for Instagram, Facebook, Twitter, YouTube, IMDB, and personal Webpage, our staff and our clients will be able to click through to talent's social media. Please make sure content is a professional representation of talent's skills and work **AND** public! Links to private profiles don't do any good and just frustrate those that are trying to view your child's materials.
- 4) **PHOTO UPLOAD. ALL PHOTOS MUST BE APPROVED BY PMT STAFF BEFORE UPLOAD EXCEPT FOR BABIES UNDER 6 MONTHS OLD ON PMT AND AA ONLY. SEE OUR PHOTO INFORMATION DOCUMENT FOR SPECIFIC PHOTO QUALITY INFORMATION AND CASTING SITE UPLOAD INSTRUCTIONS. THIS IS VERY IMPORTANT OR YOUR CHILD WILL NOT BE SUBMITTED VIA THOSE SITES.** Each casting site is a little different. We will either tell you specifically which photos to use where, or if we don't specify, you can use your preferred headshots out of your approved photos given the guidance and instructions we provide in the Photo Information document. For all sites, please delete older photos when the photos no longer look like the talent (especially when they lose baby teeth that show in their smiles) or you choose not to have us use those photos anymore.
- 5) **RESUMES AND REELS.** Resumes and reels are very important to show talent's experience and assets ages 5 and up (or so). Theatre performances and even school plays should be on resumes, especially if talent has no professional experience. Please read the separate doc on Resumes, Reels and Self-Taping for detailed information!
- 6) **BOOKING OUT.** To book out, click on "Book-Out Dates" on your PMT profile, enter your start **AND** end date **AND** reason – **ALWAYS** include a reason. The more notice and info you can give us, the better we can assist you, especially if there is any flexibility with your bookout for that awesome, perfect job that inevitably comes along when you are unavailable! So if we know details about your bookout we can act quickly if a reschedule is possible instead of needing to reach out to you, inquire, and then proceed. Book out even months in advance. If your bookout is for one day only, enter the same day for start and end date. Save the bookout, and just to make sure it took, go back in to confirm that it exists on your PMT profile.

- a. Do not wait until you get an audition to book out! One of the most infuriating things to experience as an agent is to get an audition for our talent, and then have them to decline saying "Sorry, booked out!" only to find that they just booked out after the notification. If you do have to decline an audition because you forgot to book out, your response should include a profuse apology. ;)
  - b. If you are adding a last minute bookout within three days of your child's unavailability, you must also add this bookout yourself to CN and CF (we do this for you on bookouts entered more than three days in advance.) This includes when illness prevents you from attending auditions. We may be submitting on projects the evening before an audition or even the day of, so please don't forget to book out for those last minute auditions! Please save all your passwords to casting sites on your phone so you can book out from there if necessary. If you have a truly serious emergency and you are unable to take the following steps then please email, text or call at least one person on our staff so we can handle this for you.
    - i) On CN, navigate through Account Settings to Profile Settings. Click on the desired talent if more than one account, then click on talent's Personal Profile. Scroll down to the Availability section and add your book-out date(s). Dates added will flow through to your agency (and manager) profiles.
    - ii) On CF go into "Edit Profile." If you do not add an end date, it makes your bookout indefinite and does not alert us!
    - iii) AA is the only website where you cannot enter bookouts.
  - c. If you also have a family profile or more than one profile for your multiples (both a twin or triplet and individual profiles), you must bookout or inactivate all profiles as appropriate. To do so, simply put your family's name or twins' names in the subject line and email [bookouts@palomamodelandtalent.com](mailto:bookouts@palomamodelandtalent.com) with your dates and reason. Basic guideline is that if you don't have a profile to book out through PMT, you need to email bookouts for those profiles. If it's a last minute bookout, do CN and CF for those accounts as well.
- 7) SELF-SUBMITS. Once you set up the casting sites, you will get submission opportunity emails sent to you by the casting sites until you opt out of such notifications on each site. We have included examples of these in our "Notification and Self Submits" document so you know how they are different from actual audition requests sent by our agency.
- a. We, as agents, are privy to submission requests for high-end jobs that are rarely sent to talent directly. So first, be aware that we are submitting your child on lots of projects you will never receive notice of unless you get an audition request. However, there are also many lower pay jobs, or jobs looking for "real people" or requiring information that a casting director feels an agent might not know about their talent, that will reach out directly to talent through the various casting sites for "direct submissions."
  - b. The casting websites make some of their money off of these submissions, also called "self submits." They charge a nominal fee per submission, or offer upgraded plans for unlimited submissions and photo updates, etc. You can choose to opt out of said notifications on each site and just let us submit your child. To repeat: **THERE IS NO NEED FOR YOU TO EVER SELF SUBMIT.** Self-submits are typically only useful for

actors looking to build their resume and reel and willing to work lower pay jobs that don't pay enough to justify our daily involvement.

- c. Typically, these "self-submit" jobs, except the lower pay ones, are also sent to us, your agent. You are free to inquire as to whether talent has already been submitted for a job paying more than \$300 by forwarding ALL the info on the project, including which casting site it is on, to the appropriate person (check who does what on PMT to be sure who to email!) Please log in, read the job description and pay rate, AND check Facebook before inquiring to see if we have already addressed the particular job.
  - d. Every talent agency has a different policy about self submits. Many do not allow it all, but if you like, PMT is ok with you submitting on your own for any job if it is something that interests you. Taking on low pay commercial or print work is usually not advised, but student films, short films, and music videos are usually a good way to get experience. Our policy is to get involved in any self submits, so please inform us if you get any callbacks or job offers through self submits so we can advise you and review paperwork **before you take the job**. We will review the aspects of the opportunity, assess conflict risks, and review contracts if we move forward with the booking.
  - e. We will take commission on any self submit jobs that pay over \$200. We put our experience and connections into getting our talent profiles expertly set up at no cost to you (aside from photo update fee or upgraded plans you elect to pay for.) We advise talent on photos, resumes, reels, etc. and all this helps your child to book self submits. Also, if you did not have agency representation, these various casting profiles would cost you hundreds of dollars a year, and this enables you to see these opportunities.
- 8) STAGE NAMES. These days given the internet and use of social media, it can be all too easy to find out personal information and we understand the desire to use stage names to protect your child's privacy. However, if your child is mostly doing print or commercial, you do not need a stage name, as names are not used in the campaigns. Once talent does get to a point in their careers that they will get some publicity exposure (namely television and film work), you may want to consider the use of a stage name, especially if they have a very unique name that would make them easy to find. If you choose to use a stage name, please also consider the following:
- a. NO single name stage names.
  - b. Children have to be able to say that name in the casting room and not their real name.
  - c. Stage names should be cleared through SAG (the Screen Actors Guild) as they will not allow members with duplicate names so you don't want to establish using a name now that is already taken. Unfortunately, SAG does not have an online database of names, and they have begun refusing to let callers know if a name has been taken. Unless you can sweet talk your way into an answer, you can check [www.imdb.com](http://www.imdb.com) to see if there is already an established actor with that name. Clearing a common real name isn't a bad idea either - you may want to use a stage name if your real name is already taken - if you have plans to have a career in the television/film industry.



- d. If you have twins/siblings, keep the last name the same. It helps us and casting directors recognize them. In other words don't use first and middle names to where you can't tell from the name that they are even related. This is especially important for twins, but also for siblings as there are a lot of opportunities for siblings. Once you know a stage name is clear to use per above, submit to use it by emailing Geri at [admin@palomamodelandtalent.com](mailto:admin@palomamodelandtalent.com). If we approve, you will have to change all your casting sites. Stage names have to be used on EVERY casting site and social media presence, not just PMT. If you want to use a stage name, you have to be consistent.
  - e. If you use a stage name, whenever you make an inquiry with anyone on our staff, please list both your child's stage name AND real name.
- 9) CASTING NETWORKS - THE NEW LA CASTING: LA Casting completely revamped their software in 2021, and we have been dealing through the difficulties of working with their new system. Please read this section to familiarize yourself with how Casting Networks now works.
- a. If you have not already logged into the new website, please recover your old account (from LAC) and reset your login credentials. Absolutely everyone will have to do this in order to access their profile. You will then be directed to create a “personal profile” (don't worry this is not a new account and just for your own use) and from there you should gain access to your new Casting Networks account with all of your old LAC info migrated over.
  - b. Please keep in mind that anything you update on that personal profile WILL NOT BE VIEWABLE BY US. **So when updating stats or uploading photos or any other media, make sure to make those changes on your PALOMA profile as well.** Click the three dots at the upper right corner of the image to move back and forth between your personal and Paloma profiles (and a manager profile if you have one.) Click the name/pic icon in upper right corner that says “personal profile” underneath. A drop down menu will appear with your Paloma profile and you can click on that. **WE SOMETIMES HAVE TO ASK SEVERAL TIMES FOR TALENT TO ADD NEW PHOTOS TO THEIR AGENCY PROFILE AND LOSE VALUABLE TIME SO PLEASE CHECK AND MAKE SURE YOUR PICS ARE CONNECTED TO US AND NOT JUST TO YOUR PERSONAL PROFILE.** This new system on LAC with two (or more) profiles is similar to how Actors Access works, where you also have an AA profile, and separately a Paloma profile. When you add a new photo, you need to make sure you add it to your Paloma profile as well.
  - c. Audition notices can now be found under the “Your Alerts” tab so go there so see all the details on your new auditions. Instructions, sides, upload links if there are any, should all be included here. Sides are usually a blue hyperlink found under the “Sides” heading, project info can be found under the project name at top with the blue hyperlink (click here for more info regarding rates and dates), and role name (you can usually click on this link as well for more info regarding your specific role) in case you aren't sure which character you're supposed to submit for.
  - d. We need all auditions confirmed right away so **please make sure you update your notification settings** and are getting your email and text alerts for all of your auditions. **You can now use the same phone number for all profiles to receive your text alerts so set up all your accounts if you have more than one.** Don't

forget that family/couple profile! If you don't confirm right away casting may cancel your audition and replace with someone else. At the very least they will contact us relentlessly to get you confirmed and that's not fun for us. ;) Please confirm or decline with reason as soon as you are able to as a professional courtesy.

- e. For those of you who are using the same email address for more than one account, you will need to login to one account (whichever one you can get into), then claim your other accounts from there. To do this please click on the pic/name icon all the way in the top right corner and scroll down to "Claim Additional Accounts ". You will then choose LA Casting from the menu, and enter your old login info for the account you are trying to recover. This will allow you to have all of your accounts under one login.

