

RESUMES - pages 1-2

REELS - pages 3-6

SELF-TAPING - pages 6-9

- 1) RESUME RULES/TIPS/CONUNDRUMS. Resumes are very important to show talent's experience. In section 2 you will find specific instructions by website.
  - a. Don't lie.
  - b. Don't include dates.
  - c. If you don't have many or any jobs, you should still make a resume and list talent's stats, special skills, stage experience, and even something funny or memorable about the talent. On the one-page pdf format (see next section), you can expand on skills to fill space – like how many years of dance or baseball, or how well your child can read.
  - d. Never put down your personal contact info; you hired us to be your safety net so put our info down. If you don't want to, don't even use talent's birthdate – just use month and year. For kids, it is important to cite birthdate (or close to it) as opposed to “age range” due to labor law considerations. For 18+, put down age range instead.
  - e. Put work entries in chronological order in each category with the newest at the top, unless you have a stellar job you want to highlight at the top. You may want to leave off older jobs, especially if there has been a long gap since working. (But no dates!!)
  - f. Commercials? Do you put “list upon request” or put ‘em down? The big fear with listing commercials is you don't want to cite conflicts for your potential employers. (See Conflict section at the end of the On The Job Guidelines document.) There is no definitive answer for what to do. If you have a lot of other experience, maybe you don't list them, but most of our kids have little experience and want to show all that they have done. If it's not a highly competitive category, I say put it down. If it was for something competitive like technology, wireless, or automotive and you shot but you were backup, or it was a non-union job that did not pin you down to hold a conflict, you could put “no conflicts” in parentheses next to the title. If your commercial never aired or is no longer airing you may want to use that as well, or put “out of use.” You could also just state “Major Corporation” instead of the company name. For role, typically you will write in Principal. You may also say something like “Hero Girl” or “Hero Boy” if you were the focus of principal photography, or “Daughter,” “Brother,” etc.
  - g. Role? When you do have a valid tv or film credit, define the role with role TYPE, not role name. You may add role names if helps identify the importance of the role, e.g. “Co-Star (X's daughter).” You can find the role type on either your contract or on the breakdown for the job.
    - i. TV Role Classifications: Series Regular, Recurring Guest Star, Recurring Co-Star, Guest Star, Co-Star. AFTRA shows use Contract, Principal, and U5 as role designations.
    - ii. Film Role Classifications: Lead, Supporting, Principal.

- h. Background? Background work is not appreciated on a resume in the industry. If anywhere, it belongs in a training section. Do not put down these credits under TV or Film categories. "Featured" does not carry any weight. The only exceptions are for non-speaking children hired as background but given a specific role pertinent to the story line. Sometimes sizable roles, even if hired as background, can be put on the resume. Ask your agent if you have a particular question.

## 2) RESUME INFO PER CASTING SITE:

- a. PMT – download the sample resume Word doc from PMT and edit it to suit the talent's skills and work history. ALWAYS KEEP TO ONE PAGE. Television and film categories go at the top as you will likely be using your resume for these kinds of auditions. Leave out any categories where you have no experience. Upload to PMT as a pdf file (not Word or Pages – that is cumbersome for CDs to view.)
- b. Casting Networks – Go to Credits and click on "Edit." They have numerous categories to choose from. Theater credits definitely count – even school plays for young kids. It demonstrates you can get up in front of a crowd and perform. You can move the categories up or down to emphasize your strongest ones. CN is primarily used for commercial and print, but many CDs request talent with television/film credits even for commercial work, so those belong toward the top. There is also a training section so please use that as well! Feel free to ALSO add a pdf resume, but only if you will update that diligently. However, ALWAYS also add the resume LINE BY LINE per above.
- c. Actors Access – Once you log in, simply click on "Edit Resume." You create your own headers, but stick to the typical ones like on CN or CF. Generally put TV and Film at the top on this site since that is what it is primarily used for, followed by commercial and lastly, print. If you have stage credits, you may want to put those before commercial and print categories on AA. An acting training section may even precede the print section on this resume. Once you have a pretty thick resume, it is cumbersome to move categories around so start out with this format from the beginning.
- d. Casting Frontier – After logging in, click on "Edit Profile" on the right and then click on Resume in the top bar. CF has laid out all the categories for you, including Training and Stage categories, but you can't move them around like on other sites. Another bummer is you can only add new entries to the bottom. It is cumbersome to move them to the top so that the newer ones are at the top of each section.

- 3) DIGITAL MEDIA – REELS AND MORE! Every year, CDs and clients are turning more and more to digital materials to decide whether or not to audition or cast you. This is especially important now that they don't get to meet you in person and are relying on self tapes and prior material. Free accounts provided by the casting sites do not allow for videos, but for ages 4 and up, and even younger, having content up on any or all of them can make a big difference in catching a CD's eye. The older talent gets, the more important hosted digital media on the casting sites becomes. Always run your clips, reels, etc. by your agents, and if filming new content, send the scripts to get our feedback before investing your time and money to film them.
- a. PMT – We currently do not have the facility to host digital media on our website, but we do have places to include your YouTube, Facebook, TikTok, Instagram and private website link for your content if you have some (not required!) Please note our private clients can see these links as they search our talent database. **Please make sure they are public links.** It does no good to include a link to your private account and will only frustrate your agent and potential employers! If you have a significant amount of useful content or followers on your social media, please inform your agents as well! If you have other content aside from the above, please email LINKS to the appropriate agent and copy [skills@palomamodelandtalent.com](mailto:skills@palomamodelandtalent.com). Do not email video FILES unless specifically requested – they are typically large or low-quality, and cannot be shared easily with industry professionals; send links to downloadable sites like Vimeo, Dropbox, etc. and put the URL link in the email. Do not send links by inputting our emails into their “share” option. Do not use WeTransfer. You should have video readily available for ANY skill for your child that is intermediate or expert level.
  - b. Casting Networks — With a new profile, you have the opportunity to upload one video reel and one audio reel. That is a great deal so take advantage of it! Consult with your primary agent as you set up your new profile. On the negative side, CN no longer offers “digital media hosting” which was their lower-priced option for video uploads. Now video is rolled into their comprehensive premium package which can show skills, previous work, reel, and audio samples along with unlimited photos. It's pricey but it is unfortunately now the only way to host video. **If you do upload videos, you MUST associate specific videos for each of your child's skills and prior work listed on the resume or CDs cannot see the videos (except the main reels)!** If you have videos sitting in your “media bin” they are useless unless they are attached to the resume. If your child has multiple skills or lots of prior work, definitely consider using this feature. Upload each individual commercial or tv clip and attach to that resume entry, as long as the footage showcases the talent. If it's a commercial that you got cut from or only showed your back, do not upload. Upload footage for each skill your and attach it to that skill so CDs can play it right from CN. We used to be able to input YouTube and other website links into submission notes, but CN no longer allows that so it is now more important to use their service. **Please remember to delete old videos when they no longer reflect talent's**

- ability or age; you will have to email CN and ask them to do so.** Name video files simply and with year, like “Singing2023” so we know how old they are. CN provides tutorials on their website. When you have successfully added videos to resume entries or skills, you will see a “play” arrow icon next to the entry.
- c. Actors Access – Because AA is used almost exclusively for television, film, and new media acting projects, this is where it is important for you to showcase talent’s acting skills if talent is older (5 and up) and on the theatrical roster. Work with your theatrical agent before uploading any footage. Prior work in the form of individual clips or a reel is always preferred, but we have seen kids with good “acting samples” get significant auditions. What we call “acting samples” are just that – content you film yourself, or with a hired professional. If approved by your agent, upload them separately from prior work, or if you include them with work samples, label them so that you are not misconstrued as trying to play it off as prior work. Scenes work better than monologues for these samples, but with the right content, either can work (see below for more info). AA charges per upload, and then they stay until you remove them. Please do so if you post newer, similar content, or the earlier content no longer looks like your child or depicts their current skill set. The cost is \$22/minute, whatever the material.
  - d. Casting Frontier – Because Casting Frontier is not used as widely as LAC, it is the least imperative to upload digital media, plus their system is not as user friendly. The only way to upload a video reel is to buy one of their premium options for either \$16 or \$21 per month, \$84 or \$110 for 6 months, or \$150 or \$200 for a year. They sometimes run specials. The two premium options vary and include multiple headshots and video uploads and website link.
- 4) HOW TO MAKE A REEL OR SKILLS VIDEO
- a. GET YOUR CONTENT
    - i. PROFESSIONAL CONTENT. So if talent has had the awesome experience of landing that commercial or getting that tv show... gotta get a copy of that content! Producers will rarely provide you with a copy. Sceneclipper (<https://sceneclipper.com>) only charges \$10 per clip to get your tv and film scenes and first one is free with the code ONEFREESCENE. There is also Aircheck on AA under Services. DownloadHelper is a great add on to Firefox to grab video content from popular websites like YouTube, iSpot.tv, Vimeo, etc. but may not work if content is protected. You may even be able to do a screen recording on your phone or computer on full screen mode unless the content is protected. There are many other tools out there. Our PMT parents collectively are a treasure trove of technological wisdom and always seem eager to help and point you in the right direction. Search on our Facebook pages (namely PMT Families) for prior threads on the topic, or ask again. Some parents are now also providing this service as part of a reel creation package for a fee too, and there are of course professional companies that do this as well. Please do not EVER contact a director for a copy of your contact. They are hired by the production company to do a

job and don't own the content.

- ii. ACTING SAMPLES. If you do not have actual job material for a reel and aged 5 and up and on the theatrical roster, we will want to use acting samples, and it's ok if they are shot like self-tapes. It's good to have about a minute of each comedy and drama. These should be tv/film SCENES, NOT MONOLOGUES. You can check out scenes here if you need ideas– [www.scenebot.com](http://www.scenebot.com) – you can sign up for free and find scripts in their scene library. Or maybe even write your own material! You should not use any recent self tapes from projects not yet released publicly.
  - iii. HOME VIDEOS (for skills mostly). Of course that all starts with great content – that video of the school talent show from the back row where your kid is one of 10 in a line and you can't make out their face isn't going to cut it. Maybe film your kid in rehearsal by themselves, when you can get up close. They don't have to be in full costume and makeup – in fact, better so without that. We know with athletics it is hard to get closeup in real-time action, but you can use graphics (see below) to help zoom in or highlight your child. It is also a good idea on any skills video to first have your child introduce him or herself so we can see their face close up and hear them. Maybe have them do an action related to the skill closeup, then cut to real game footage. As an example – Bobby, dressed in his uniform, introduces himself, says how long he's been playing soccer, then does a few cool tricks, dribbles, etc., and ends with a big kick. Then cut to brief game footage. In addition to uploading skills footage to casting sites, please email links to [skills@palomamodelandtalent.com](mailto:skills@palomamodelandtalent.com) and copy your agents. Please put talent's name and what the skill is in the subject line.
- b. PUTTING IT ALL TOGETHER. A pro can make a savvy reel, but you probably already have a pretty awesome tool to do it yourself. It's a learning curve getting to know any new program, but it's one of those things that is going to give you an edge up on the competition. We might need a tape of a special skill asap and your child may miss out if you can't comply. Getting to know video formats and editing really helps with those self-tape auditions too. We use Mac computers, and their iMovie program has the ability to make polished videos with titles, transitions, color/lighting/sound adjustments, music and much much more. There is even iMovie for your phone, but the computer version has many more features. Start with the basics and you may just fall in love. Take a class at the Apple store or watch some tutorials. If you are fortunate enough to have a newer iPhone, you can edit and crop videos which is SO helpful to brighten or fix color tone and crop in closer when you filmed too far away. iPhones 11 and newer have this capability and it's amazing! When making a theatrical reel, please involve your theatrical agent (and manager if you have one) in the process. You need to show your strongest material in the first 20-30 seconds. If you have enough content, consider starting a reel with soundbite one-liners for each clip, then show the longer segments. If you only have a job or two, then just use the clips. Aside from uploading to AA (and possibly CN), your agents will also need downloadable links for reel material.



5)SELF-TAPING FOR COMMERCIALS AND/OR FAMILY AUDITIONS. Please read #6 for general tips on lighting and sound but we first wanted to mention that often commercial audition requests may be more varied than tv/film self taping. They might want you to film outside, or film selfie-style. You are likely uploading directly to their Dropbox or WeTransfer box. Always follow the CD's instructions and ask the agent handling the project for advice. Also, if a project may actually film in your home, they may want you to film in your uncluttered home to see what they will be working with and not just a blank wall.

6)SELF-TAPING FOR TV/FILM AUDITIONS. Every audition is now a self tape and all indications point to this remaining the case. Here are guidelines, but always pay attention to the specific requests in each tape request as there is almost always variation in what a CD wants.

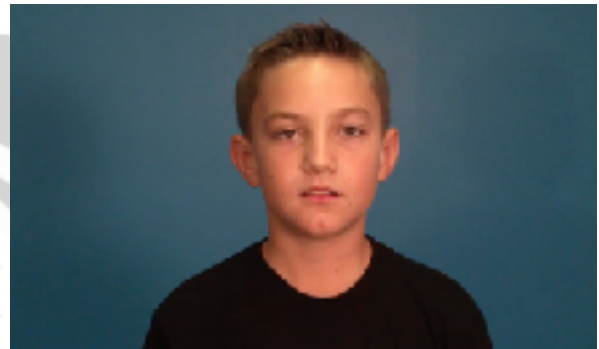
- a. If filming a more complicated tape, you can save yourself some headache and hire a self-taping service. Depending on scene length, there are studios around LA and San Diego that will film your self-tape for as little as \$30. We've seen some pretty awesome tapes, and it may be that your child works with a stranger or known coach easier than with dear mom or dad and the performance is better. Typically, the readers that work at the self-tape studios are very competent and add to the scene's integrity more so than an inexperienced parent or sibling. Many offer coaching in addition to taping. Ask your theatrical agent for recommendations of taping facilities if interested.
- b. Yes, you can use your cellphone! That is, as long as you can produce good quality. Search for apps! As mentioned before, iMovie is a great tool to edit videos, and there is a iPhone version with simple tools to enhance your video. There are other apps for taping and adjusting video (lightening a dark video for example) so use the technology at your fingertips! For example, Slatable has options to compile video and upload to Dropbox.
- c. Always film horizontally, unless your kid is jumping up and down or climbing a rock wall. © WHEN IN DOUBT, FILM HORIZONTALLY! Any website upload is designed to use a horizontally based video and CD's hate vertical videos. You can email simple self tape requests when the file is under 10MB but when a video is longer you will have to upload to a desired website like Google, Vimeo or Dropbox and share a link. You may have to use QuicktimePro or other programs to downsize those large files and make them quicker to upload and easier to share with casting. You might also be asked to use a casting site such as EcoCast, CastIt, or something similar.



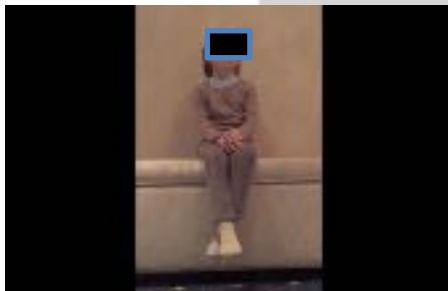
- d. Film in good front light – avoid top light only, as that casts shadows on the face. Use a front light and ideally, also a side fill light. Pick a blue, grey, white or slightly tinted background with nothing distracting. Some stronger background colors will shift facial color tone. Black backgrounds will typically make the subject look too bright. Do not pick a background that matches your hair color. Do not wear clothing the same color as your background. Use a tripod unless you have a perfectly still hand. Lights, backdrops and tripods are all available reasonably priced via Amazon (see links at end.)
- e. Unless specifically instructed otherwise, film with your subject framed from about the chest up, leaving little empty space above the head. You want the subject to be large in the frame.



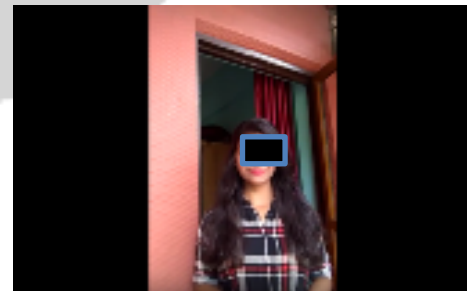
Above: good framing/good lighting



Above: good framing/bad lighting



Examples of bad framing, lighting, and set up.



- f. Be aware of ambient sound before filming and keep distracting siblings and animals out of the room when filming. Turn off nearby fountains or fans. Make sure the actor is ALWAYS louder than the reader.
- g. A typical introductory slate would be name, age, agency and location (you can be general and say Los Angeles.) Some may also request a body shot in the slate... zoom out or cut to a long shot, then get close again for the scenework. Unless specifically requested, DO NOT pan down and back up to get the full body shot, and do not turn your phone vertically while continuing to film. We should see the talent from head to toe at once in the frame. Pay attention to self tape instructions. Some want the slate as a separate file, some want the slate at the beginning, and some at the end.
- h. Film different scenes in an audition request separately as opposed to keeping the camera running. You can splice them together if the CD wants only one file.

You can also include a couple of varying takes to give us some options but only if you are clearly making different choices in each take. If the scene is long, typically one take is sufficient. If filming multiple scenes, put together your best takes for each scene into one file (unless asked to keep them separate), and then send additional options separately.

- i. With rare exception, film standing up for better energy, especially for comedy. Some simple props like a phone, pencil, or backpack are ok to use as long as the CD has not said not to use props. Dress to hint at the character/vibe but do not wear a costume. Do not rely on your outfit or props to carry the scene; they should only enhance your work and not distract from it.
- j. Given the sudden reliance on self-taping, some directors, producers, and casting directors have become more open to filming in an environment more conducive to creating the intended feel of the scene. That might mean filming a scene actually in your kitchen eating cereal, or at a table doing homework, or lying in bed. If you feel filming in such an environment or using a prop would enhance your submission, feel free to film a SECONDARY take doing so. This would be IN ADDITION to your standard takes in front of a plain background in good light. If you choose to do this, you still have to make an effort to be well lit and have good sound and film in an uncluttered space with nothing distracting. We can't share tapes with casting where we can't hear or see you well.
- k. Always leave yourself as much time as possible for us to review your content, ask for revisions, and re-tape. Even if we have no edits, you don't want to wait until 10 minutes before a deadline to upload, and then you have a technological difficulty and miss the window. We need time to review the tapes and send to the CDs, and often we are handling many other tasks. EcoCast (AA) deadlines are firm; don't rely on the CD extending the deadline. If your tape is not a good representation of your talent and our agency's reputation, we will not submit it to the CD. Always send us a tape at least two hours before the actual deadline, if not days before if time allows. Earlier tapes are always given more attention than later ones by CDs so if they give you a week or two, still try to get them in within 2-3 days, if not sooner if you are really on it!
- l. Name your files so that we or the CD does not have to rename them! Avoid using any special characters. An example of a correct file name would be something like "AlysaBrennanLolaSc1.mov".
- m. Send your links to yourself when not logged into whatever app you are using (dropbox, vimeo, etc) to ensure that your link works. If a professional taping place does it, have them send to YOU, then you should download it, and upload it to your own account, then share with us. Often taping places will delete files quickly and that way we can have that work as a valid link for a longer period of time.
- n. File sizes can vary drastically. Typical acceptable file size for decent quality but not too large would be 30-50MB per minute of content. Always try to keep any file to under 300MB.
- o. If we have requested a downloadable link (as opposed to an EcoCast) use a service like Vimeo Pro (the free version is not downloadable), Google Drive, or Dropbox. If using one of these, always send the URL LINK as a reply to the



thread with your audition information (if there is one.) Do not invite by email or we cannot share it with casting directors! If you use Vimeo, make sure the video is private. You may often be filming confidential content in self tapes and you cannot risk the public being able to view and use that footage. YouTube is NOT downloadable, but may be fine for skills videos. Do not use WeTransfer as there is no preview option and the links expire too quickly. Don't delete files for months. Sometimes we use prior tapes to help get talent more auditions.

Ideas for self-taping equipment:

Blue/Grey pop-up background (great to travel with too!):

[https://www.amazon.com/dp/B00FJ1JVN2/ref=cm\\_sw\\_em\\_r\\_mt\\_dp\\_91PZSVF7RBPMGP6NND3D?\\_encoding=UTF8&psc=1](https://www.amazon.com/dp/B00FJ1JVN2/ref=cm_sw_em_r_mt_dp_91PZSVF7RBPMGP6NND3D?_encoding=UTF8&psc=1)

Tripod:

[https://www.amazon.com/dp/B01MTMS8GN/ref=cm\\_sw\\_em\\_r\\_mt\\_dp\\_DG3EMQ2DX9ZWBWQ1FF7D](https://www.amazon.com/dp/B01MTMS8GN/ref=cm_sw_em_r_mt_dp_DG3EMQ2DX9ZWBWQ1FF7D)

Lighting kit (Try to get the soft box type lights and not a ring light. Those create odd reflections in the eyes):

[https://www.amazon.com/dp/B07NBP6D98/ref=cm\\_sw\\_em\\_r\\_mt\\_dp\\_BXJSK7G7P8J9RSHZXEEM](https://www.amazon.com/dp/B07NBP6D98/ref=cm_sw_em_r_mt_dp_BXJSK7G7P8J9RSHZXEEM)

