

## Top Ten Things Parents Should Know or Do at a Photo/Commercial Shoot

This list is provided to Paloma Model & Talent, Inc. by well-known and respected baby wrangler Mark Allen. Mark has worked countless jobs with Paloma's talent. His clients include Disney, Target, Land's End, American Girl, Kodak, Nikon, Gymboree, Gap, BabyStyle, Right Start, Munchikin, Ugg, and Pediped, just to name a few. On set he is remembered especially for his balloon animals. Off set, he follows his passion for entertaining children with the Party Animals Live, a wildly entertaining interactive show and party. Learn more at <http://www.thepartyanimalslive.com>.

1. Parents should always bring a child's favorite toy or game to set. (There is a lot of down time on the set and we need the child to want to be there. So having something familiar in a strange place will help out a lot.
2. Parents should try to get the child engaged with the Baby/Child Wrangler as soon as possible. If there is no wrangler on set try getting the child used to talking with others. Soon the child will be taken to set and away from mom or dad and the more comfortable they feel with the others on set the better.
3. Parents should let the Baby/Child Wrangler know any helpful tricks that make the child smile and laugh. Most productions want to catch the child in a happy state that is natural and not forced. So anything that might be useful such as a song, toy, noise, etc. should be passed along to help create a genuine happy look.
4. Parents should allow the Baby/Child Wrangler to do their job. This means to trust that they can capture your child in the best way possible. We all know that the parent knows their child best but that doesn't necessarily mean on set. The wrangler has talked with the photographer, director, and producer and knows exactly the look they are needing for that particular shot. Let the wrangler work their magic and if needed, will call on the parent to assist.
5. Parents should try to find out from the Studio Teacher or the Baby/Child Wrangler if their child will be shooting with other children or adults. If so, they should try to warm their child up to them ASAP. Sometimes they will be thrown into a scene with a model mom or dad and/or brother and sister and the more comfortable they are with the other models and actors the better.
6. Parents need to realize that they are the ones ultimately in charge of their children. The Baby/Child Wrangler and/or Studio Teacher is not a baby sitter. They are there to get a job done. It's the parents' job to keep the child under control and behaving properly.
7. Parents should always bring some snacks for their child. Most productions will have a craft service station but there are no guarantees that they will have what your child will want. So bringing something from home is always a good idea.
8. Parents often try to teach their young children "how to" model. **DON'T!** This may be good for older children but when shooting younger ones 9 times out of 10 the production wants to capture them "just being a kid." Having them become comfortable in front of a camera is one thing but posed positions for younger children is a no-no. This is for commercial advertisements not beauty pageantry.
9. Parents should also understand that there is a little chain of command on the set. They should always feel free to ask their questions and concerns but direct them to the correct people. It's always OK to ask questions to the Studio Teacher and Baby/Child Wrangler but not OK to interrupt the photographer, art director, director, etc. (Nothing like an over-obtrusive parent to prevent the child from being asked back)
10. Parents need to understand California Law and how many hours their child is able to work and help the Studio Teacher enforce it. We all understand that you want your child in every shot but there is a reason for the law and it's hard for the Studio Teacher to enforce it when they don't have the backing of the parent. This also applies to how much schooling the teacher needs to give your child on set during the day. Sometimes this means having to stay after your child is done. It may not always be convenient but it's the law and having the backing of the parent will help out enormously.