

CastingNetworks

INCORPORATED

LA

NY

SF

Direct Cast User Guide

rev 12/08

Table of Contents

Introduction.....	3
Section One: Posting a Project.....	3
Helpful Hints When Posting A Project.....	6
Section Two: Reviewing Submissions.....	7
Helpful Hints When Reviewing Submissions.....	8
Section Three: Contacting the Talent.....	8
Section Four: More Tips.....	10

INTRODUCTION

Thank you for your interest in posting a project on Casting Networks! You'll have the ability to submit a project and receive submissions from all of the talent on our site.

These are basic instructions for using Casting Networks. For LA support, please call (323) 462-8200, NY support call (212) 375-1000, and call (415) 896-2228 for San Francisco support.

PLEASE NOTE: If you are using a PC, we recommend using Internet Explorer or Mozilla. If you are using a MAC, we recommend using Mozilla or Safari.

SECTION ONE: POSTING A PROJECT

1. Go to our home page (www.lacasting.com, www.nycasting.com, www.sfcasting.com).
2. In order to post your project, please click on "Post A Project" towards the bottom of the page.

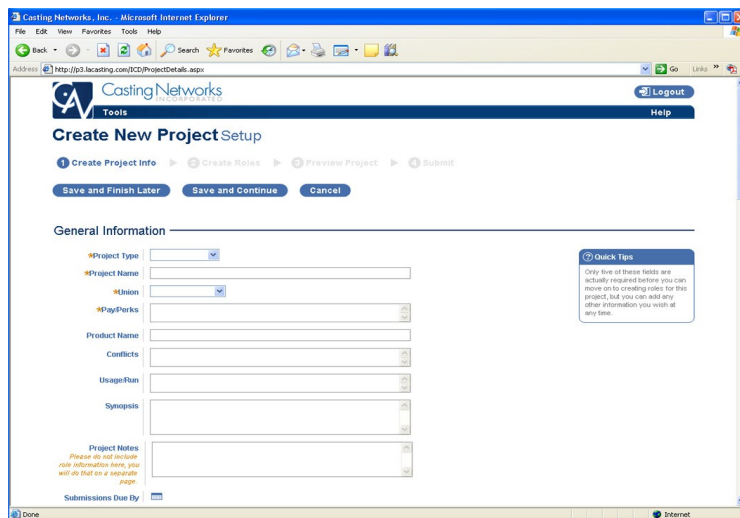
The screenshot shows the Casting Networks website interface. At the top, there's a navigation bar with links for Home, Industry Professionals, Talent, Direct Cast, and Register. Below this is a 'Contact Us' section. The main content area is divided into several sections: a Member Login form with fields for Username and Password, a 'JOIN CASTING NETWORKS' banner with a 'quick and easy - click here' link, a 'WEBSITE BUILDER' section with a 'click here for more info' link, a 'Multi-Media resume' section, a 'TALENT SCOUT' section, a 'PHOTOGRAPHERS GALLERY' section, and a 'Direct Cast' section with options for Talent and Filmmakers. There are also statistics for auditions and a 'LOOKING FOR AN ACTING CLASS, WORKSHOP, COACH?' section.

3. A contact information page will pop up. Fill out the fields listed on the page (fields marked with an asterisk are required). When you've finished filling out the required fields, click **SAVE**.
4. Clicking **SAVE** will also automatically send a confirmation e-mail to the e-mail address you provided. **You must click on the confirmation link within the e-mail in order to activate your username and password.**

- Once you have clicked on the link, a new page will open up. Click on the link at the bottom of the page to type in your login information.
- The first time you login to your account, you will be asked to accept our Terms of Use. You must click **ACCEPT TERMS OF USE** in order to proceed.
- Once you have logged in, click on the button marked **CREATE NEW PROJECT**.

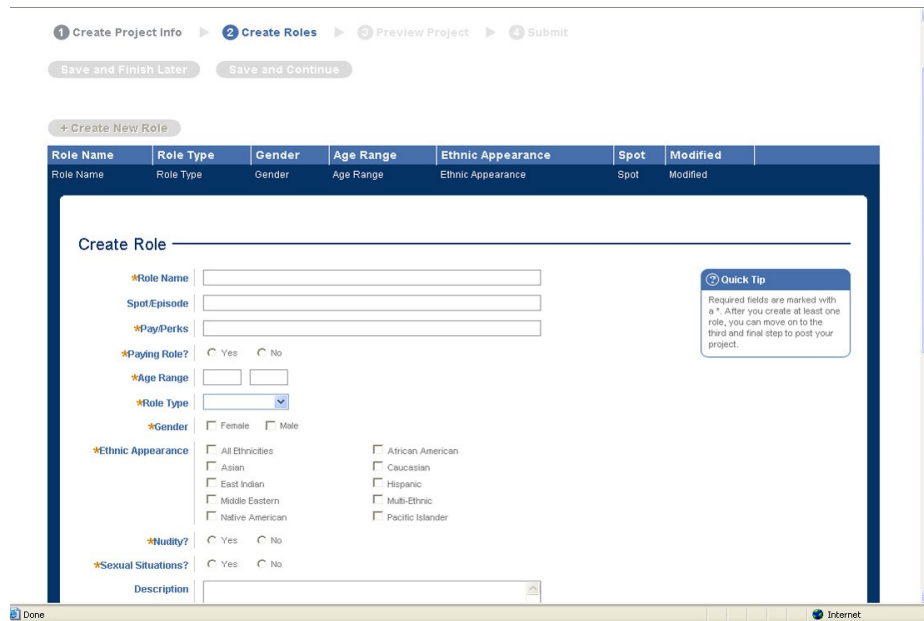


- From here, you will need to fill in the fields from top to bottom. If there are fields that do not pertain to your project, simply leave them blank. **You must enter the Project Type first.**



- Once you have finished filling in the pertinent information, click **SAVE & CONTINUE** at the bottom of the page.
- You will be taken to a page prompting you to add roles to your project. Enter the appropriate information, and click **ADD ROLE**. NOTE: There are few required fields noted by red asterisks.

Your project WILL NOT be approved without creating at least one role.



11. You can request skill clips from talent. Click the "Yes" radio button option that reads "Request Submission Videos." Then add audition/skill details in the field called "Submission Video Instructions."

Request Submission Videos Yes No

***Submission Video Instructions**

12. Select Option 4 (Submit for Approval), highlighted in orange, to finalize the project. A box that reads Project Approval will appear. Select **SUBMIT FOR APPROVAL**. The project status will change from Unfinished to Pending.

Project Approval

Project Status | Unfinished

Add a Note

Quick Tips

Submit this project to CNI staff for approval


HELPFUL HINTS WHEN POSTING A PROJECT

- Review your project. You can edit any project information by clicking EDIT DETAILS.
- Actors are far more likely to submit to a project when there is a rate provided; even when the rate is undetermined (TBA).
- You can make changes to the roles by clicking Edit next to the appropriate role you'd like to modify.
- In the upper right corner of the page, you'll see the status of your project. It should say "Pending".
- Once the project has been approved, the status will say "Active". At this point, the project has gone out publicly to the actors on our site, and they are able to submit themselves directly to you.

SECTION TWO: REVIEWING SUBMISSIONS

1. Click on the name of the project you want to review.
2. The Viewing Project page will open up.
3. Click on the number in the UNVIEWED column next to the role you want to view.

Example:



The screenshot shows a project review interface. At the top left, there are two buttons: "View Project Info" and "+ Add New Role". On the top right, the "Project Status" is displayed as "Active". Below these is a navigation bar with seven tabs: "Unviewed", "Viewed", "Selects", "Scheduled", "Callback Selects", "Callbacks", and "Booked". The "Unviewed" tab is active, showing a count of 10. Below the tabs is a table with two columns: "Role Name/Status" and "Details". The table contains one row for the role "Villagers | Edit", which is currently "Active". The details for this role include: "Background / Male / Female / All Ethnicities / 13 - 65 years", "Description: In the most sacred of ceremonies, we need villagers to be watching and participating.", "Wardrobe: Clothing will be designed and created by professional wardrobe designer.", and "Direct Cast Role Added 5/13/2008 11:25 AM". At the bottom left, there is a "Project Details" section with an "Edit Details" button.

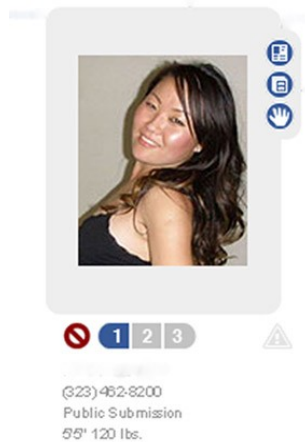
Unviewed	Viewed	Selects	Scheduled	Callback Selects	Callbacks	Booked	Role Name/Status	Details
10	0	0	0	0	0	0	Villagers Edit Active	Background / Male / Female / All Ethnicities / 13 - 65 years Description: In the most sacred of ceremonies, we need villagers to be watching and participating. Wardrobe: Clothing will be designed and created by professional wardrobe designer. Direct Cast Role Added 5/13/2008 11:25 AM

4. Click directly on the photo in order to view the talent's full account. You can choose a talent by selecting a number below their name. Selecting any number between 1-3

allows you to personally scale the talent according to your interest level and selecting a number will automatically send the chosen actor to your Selects folder.

5. When you have completed viewing a page, click on **MARK VIEWED** at the top of the screen; this will move the Unviewed talent into the Viewed column, and selected talent into the Selects column.
6. Click on **NEXT** to view each page of submissions.
7. Repeat Steps for each role.
8. After you've gone through all of the submissions, you can go back to your project page by clicking **RETURN TO PROJECT** located on the upper-left hand side of the screen.

HELPFUL HINTS WHEN REVIEWING SUBMISSIONS



RESUME ICON-- Clicking on it will show you the actor's resume. You can also do this by clicking on the talent's photo.

FILE ICON --- Clicking on it will allow you move the actor in a "My Files" folder. ("My Files" is an updated version of the "Favorites" folder)

HAND ICON--- Clicking on it gives you the chance to move that actor into a different role in the same project.

CAMERA ICON-- Clicking on it will show you the other pictures the actor has online.

CELLULOID ICON--- Clicking on it will prompt video attached to the actor's resume.

PLAY BUTTON--- Clicking on it will prompt the video audition the talent submitted.

- To see the phone number of a talent, click on any talent's picture and when that talent's resume appears, you will see the phone number and email address as well.
- When viewing photos, if you rest the cursor over the **ROLE NAME** (underneath the Project name), it will turn into a hand. Clicking on it will bring up a list of all of your roles so you can change to viewing another role

SECTION THREE: CONTACTING TALENT

BUILDING AN AUDITION (OR CALLBACK)

1. Mouse over "Auditions" on your top toolbar. A dropdown will appear, click "Build Audition".



Project Name	Project Type	Casting Dates	Union	Project Status	Posted On	Modified Date	Archive
Death Becomes Her	Documentary		Non-Union	Roles(s) Pending	12/8/2008	12/19/2008	Archive
Rain Man	Commercial	5/7/2008	Non-Union	Active	5/8/2008	12/8/2008	Archive
Just say YES	PSA	6/9/2008	SAG	Modified	5/5/2008	11/25/2008	Archive
Project Yellow	Internet	5/13/2008, 5/14/2008, 5/15/2008	Non-Union	Active	5/5/2008	5/8/2008	Archive

2. Select the Project that you are scheduling. Choose the audition date from the calendar. Next select the Audition Type and Room number (If you are unsure how to use Room number, simply leave the default value). Click "Continue" at the bottom of the page.

Choose Audition Details

Project:

Date:
The calendar shows December 2008. The 31st is highlighted in blue. Other dates are in white boxes with blue borders.

Type: Audition Callback

Room Number:

[Continue](#)

Show on Calendar: 1 To 1 De 1 Ct

- You are now on the Audition Builder page. You can begin creating timeframes by choosing a primary role, how many talent for that role you want to see per audition slot and even which priorities (1s, 2s, and/or 3s) you want to schedule talent from.

Death Becomes Her Audition Builder

View Schedule

Create Timeframe

Role: Role Talent Per Slot Priority 1 2 3

From every ending at

With

- Then you can choose a start time, an audition slot interval (length of time for each consecutive audition slot), and an end time. You can use the calculator feature to have the system calculate an end time based on seeing all the talent for that role based on your choices above.
- You may then choose other roles to see at the same time. For instance, if you want to schedule your “Wives” to come in with your “Husbands” in pairs, or to see two “Nurses” for every “Doctor”. After you are satisfied with your timeframe, you can click “Save” to actually schedule talent and save that timeframe.
- You can continue creating timeframes throughout your day and even add an official break to your schedule. When you are satisfied with your day, click “View Schedule”.

View Schedule

Timeframe	Role Name	Talent Per Slot	Scheduled	Unfilled
9:30am - 3:30pm 6 hours 10 minute intervals	Sherry	4	143	1
	James	1	4	32
3:30pm - 4:00pm 30 minutes	Break			

- The Audition schedule is separated into two halves. On the right is the talent filter display all remaining talent that were previously made SELECTS. On the left are the scheduled times.

Death Becomes Her Audition on 12/31/2008, Room 1

The screenshot displays a web-based audition scheduling interface. On the left is the 'Schedule Times' panel, and on the right is the 'Talent Filter' panel.

Schedule Times Panel:

- Header: Schedule Times (View dropdown)
- Buttons: Go to, + Add Timeframe, Send Message, Send Times
- Time Range: 9:30 AM - 3:30 PM every 10 minutes (Delete, Edit buttons)
- Table of scheduled auditions:

Time	Name	Role	Height	Weight	Agency
9:30a	CHRIS WYLDE	Sherry	5' 10"	160	TAG Models
	BILLUE	Sherry	5' 11"	130	TAG Models
	JILL ALEXANDER	Sherry	5' 8"	130	TAG Models
	JAMES	Sherry	0'	0	TAG Models
	ROB ZABRECKY	James	6'	150	TAG Models
9:40a	C.J. NEWSOME	Sherry	6' 1"	170	TAG Models
	GEMMA WALKER		5' 11"	0	TAG Models

Talent Filter Panel:

- Header: Talent Filter (Role dropdown, Priority dropdown)
- Text: When dragging multiple talent insert into: (dropdown)
- Filters:
 - James: Female / All Ethnicities / 15 - 18 years
 - Sherry: Female / All Ethnicities / 18 - 95 years
- Talent List:
 - HARVEY SILVER (Sherry)
 - JAQUELINE KASH (Sherry)
 - CHRISTOPHER HODGE (Sherry)

- You can edit your schedule on this page using drag & drop technology. Simply drag a talent from left to right to unschedule them, or from right to left into a particular timeslot to give them an audition time. You can put multiple talent into a single time slot or you can drag multiple talent into successive time slots by clicking the radio buttons above the roles.
- To notify talent that you have scheduled them for an audition, click on the button "Send Times". Anytime you make changes to times, you can click "Send Times" and the new times will go out to any talent/representatives that were changed or added.
- If you need to notify talent regarding a non-scheduling issue, such as an update in location or wardrobe change, you can click "Send Message".

CREATING A QUICK AUDITION

- You can skip the system's Audition Builder feature by clicking "Quick Audition" from the menu toolbar's "Auditions" drop down.

2. Select your project and confirm or edit the date, audition type and room number if you so desire.
3. A single timeframe from 9:30 to 6:00pm will be created for you and you can immediately begin to schedule talent using the drag & drop technology. Refer to steps 7-10 of the "Build Audition" above to understand functionality on this page.

USING THE WORKSHEET

1. Click on the Worksheet button on your top toolbar.
2. Use the drop-down menu to filter by "Confirmation Status," "Talent Name," "Project," "Management Company," "Schedule" and "Role Name."
3. Use the column headings to sort your list.

The screenshot shows the 'Worksheet' view of a system. At the top, there is a navigation bar with 'Projects', 'Auditions', 'Worksheet', 'Reports', and 'My Files'. On the right, there are links for 'Alerts', 'My Account', and 'Help'. Below the navigation bar, the page title is 'Worksheet All Items'. There are several filter and sort options: 'Filter by:' with dropdowns for 'All Status', 'All Talents', 'All Projects', and 'All Representatives'; 'Advanced Filters:' with dropdowns for 'All Auditions' and 'All Roles', and buttons for 'Submit' and 'Clear'; 'Hide All Profiles' with a checkbox; 'Display Photos:' with a checkbox; 'Display by Date:' with a text input; and 'Display:' with a dropdown for 'to' and 'Records Per Page'. The main content is a table with the following columns: Status, Talent, Time/Date, Role, Project, Schedule Note, Submission Note, and Representative. The table contains 10 rows of data, each representing an audition for a different talent.

Status	Talent	Time/Date	Role	Project	Schedule Note	Submission Note	Representative
✓ X	AARON PRATHER	08:00a 9/27	D man 2 DO NOT SUBMIT	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	DULANI TEST ACCT	06:45a 9/30	D-man test 1 don't submit	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	DULANI TEST ACCT	08:20a 9/27	D man 2 DO NOT SUBMIT	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	JASON SACHSE	08:30a 9/17	D-man test 1 don't submit	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	JASON SACHSE	08:10a 9/27	D man 2 DO NOT SUBMIT	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	MARY CHANG	06:25a 9/30	D man 2 DO NOT SUBMIT	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	MATTHEW FALLUCCA	08:20a 9/17	D-man test 1 don't submit	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	MIAMI TALENT	08:40a 9/17	D-man test 1 don't submit	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	MIAMI TALENT	08:40a 9/27	D man 2 DO NOT SUBMIT	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager
✓ X	NEIL HARRIS	08:00a 9/17	D-man test 1 don't submit	Testy test-this is a test project-do not SUBMIT	Add A New Note		Test Manager

4. Talent will respond to your audition email using our Confirmations system. You will see their confirmation status appear in the Status column on the left. (Reference above.)
 - The speech bubble will allow you to send messages to the talents' representation.
 - The green check mark will designate that the talent has confirmed their audition.
 - The red X will mean that the talent has declined their audition.
 - The orange timeclock will mean that the talent has requested a reschedule for their audition, which then, you will have to go back to the schedule and reassign those talent a different audition time.
5. Use the "C" button to mark talent for Callbacks, the "B" button to mark them "Booked" or the "F" button to move them to your Favorites folder for consideration later.
 - Click the "C" once and it will turn red which will identify the talent as Callback Selected.
 - Click the "C" twice and it will turn yellow only identifying the Selected talent who are contained in a schedule and have been sent times.
 - Click "B" in order to specify talent who are "Booked."
 - Click "F" to put talent in a Favorites folder for future use.

6. Click on the talent's name to expand the Talent Audition Profile window for easy access to more information.

GENERATING REPORTS

There are two ways to get them:

1. Mouse over Reports on the top toolbar, where you can select "Project Reports" or "Audition Reports" from the drop-down menu.
2. Mouse over Schedules on the top toolbar and select "List of Schedules". For each schedule you'd like to view a report for, click the Reports button.

NOTE: There are two types of Reports you can generate.

- **Project Reports:** Choose the project by using the drop-down menu at the top of the page. With a Call List Report, you have the option to sort by talent name or priority. Click the checkbox next to Call List or Print Breakdown, and select Print Report(s).
- **Schedule Reports:** You can generate a report by project and schedule. Once you check the box next to Print Schedule or Print Talent Name List Report, you have the option to create the Report with or without photos, and with or without schedule notes. Then click Print Report(s).

SECTION FOUR: MORE TIPS

1. When contacting talent, be sure to disable your pop-up blocker; otherwise, you will not be able to contact talent.
2. You'll also be able to e-mail a list of the people you've selected to anyone (for example, if a producer is interested in viewing the people you're bringing in, you can e-mail the talent's photos to that producer) by clicking SHARE SELECTS.
3. If you want to contact talent on an individual basis, left click on any thumbnail. Click on the email address next to the talent's photo and an email form will appear.

If you have any further questions please feel free to call one of our offices or send an e-mail to directcast@castingnetworks.com.