



Welcome to Now Casting!

Your agency has been created and your username and password activated.

Inside this packet you will find information on the basics from logging in (including your username and password) to managing your roster. There are directions on how to upload photos and resumes, but the easiest way to keep your actor profiles up to date is to direct your actors to the site (<http://www.nowcasting.com>).

Remember the more information the actor fills out in the profile, the more information is available in a search - whether generated by you or a casting professional using our site.

I've also included basic instructions on how to use some of the business and marketing features of our site. These powerful tools give Agents and Managers the ability to send links to your actor's profile in a matter of seconds.

This is only the beginning of what Now Casting can do. Hunt around the site and ask as many questions as you like. We are excited about the services we offer and think you will be too!

Whether you are around the corner from us or in an exotic distant location, please know that I am only a phone call or email away. I am always here for you with any questions or suggestions for improving the site you may have. Please do not hesitate to contact me.

I am excited to have you and your actors on board and look forward to working with you.

Best,

Bruno Oliver and Rick La Fond
Now Casting, Inc. & Players Directory Online
2210 W. Olive Avenue #320
Burbank, CA 91506
Phone: (818) 841-7165
email: talentreps@nowcasting.com
www.nowcasting.com
www.playersdirectory.com





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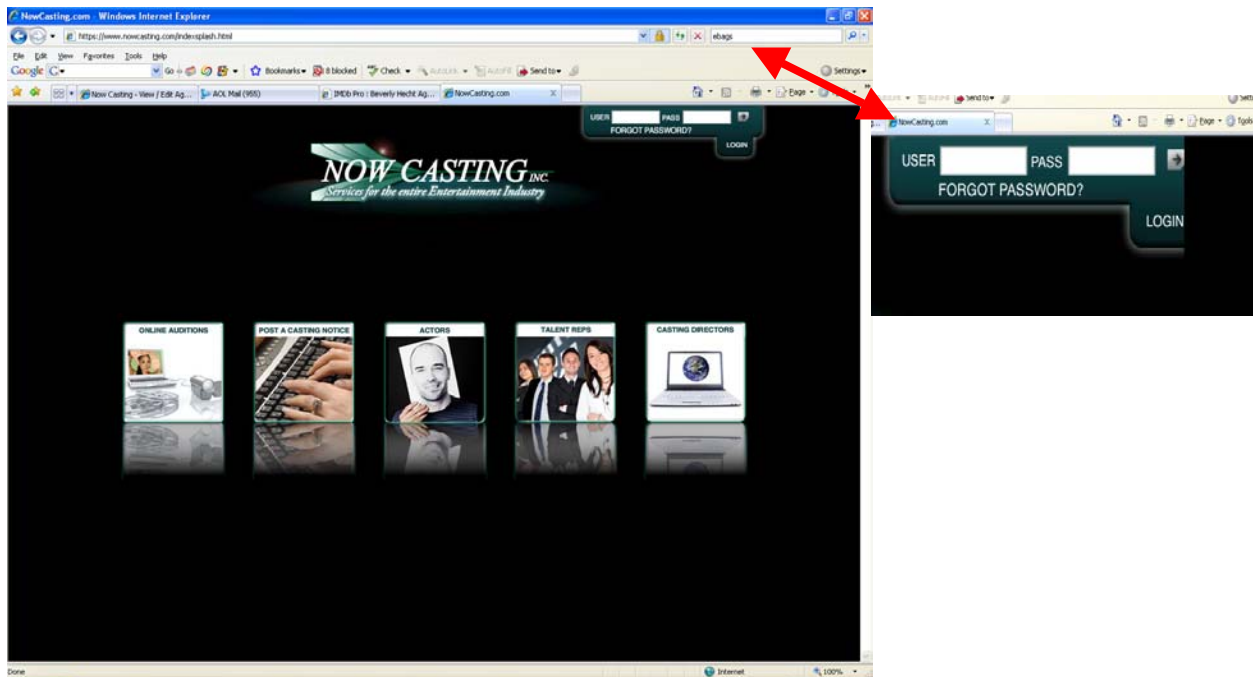
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Logging In

Your username and password should be in the welcome email that we just sent to you. If not, please let us know.

To log on got to: <http://www.nowcasting.com>



- You can change your password anytime in the Update Profile section of the site. If you need to change a username, contact NowCasting
- Usernames and passwords work for both <http://www.nowcasting.com> and <http://www.playersdirectory.com>

NOTE: Now Casting Uses Pop-up Windows throughout the site to both update and submit. Please be sure to turn off your pop-up blockers or add <http://www.nowcasting.com> to your browser as a website that allows pop-ups. This is usually found under Security of your web's browser.



Setting Up Your Roster

The first step to managing your clients is getting them onto your roster. This will not cost your actors or you a penny and we have made the process as easy as possible.

You simply need to tell your current and future actors:

1. Go to <http://www.nowcasting.com> and hit the big button that says **ACTORS**.
2. **Select Actor Free Registration.**
3. **Follow the steps to create or access your profile.**
4. **After you have created or accessed your profile, the first thing you need to do is add us as your representation (in *our* location).**
5. **Go here if you want step-by-step instructions:**
<https://www.nowcasting.com/popup/WelcomePacket.pdf>

How you want to pitch, cajole or inspire your actors to get in the database quickly is up to you. A few important points you may want to relay:

- The Basic Profile (with a resume and up to SIX pictures) is ALWAYS FREE.
- It should not take more than 45 minutes create and complete a profile and updates take moments.
- There are studios, productions, and networks accessing NowCasting everyday. So even if an actor does not think they or their representation is using NowCasting, it is still *imperative* that they keep the profile current.

If they have any problems they can email or call Now Casting at (818) 841-7165 we have the most amazing support staff to help.

We can not emphasize enough the importance of getting your roster into the database. It's the entire point – even if you do not see your company using all the tools that we can offer you once that roster is on board.



Adding Age Ranges

If you are going to submit your clients to casting notices you will want to enter age ranges for your roster. Your actor can also enter age ranges on their free profile, but because there are times when the agent/manager and the actor don't agree on what age they really represent we have created a way for talent reps to list ranges for their clients that will a) override what a client has entered for themselves and b) will be visible ONLY to the agent/manager.

To set age ranges:

- 1) Run your mouse over the Roster (Figure 1)



Figure 1

- 2) In the drop down menu select Edit Actor Profile (Figure 2)



Figure 2

- 3) On the Update Actor Profile Screen (Figure 3) Press Search for Actor.

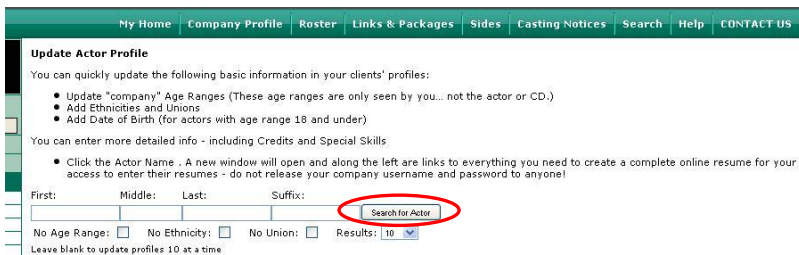


Figure 3

- 4) Enter Age ranges for your actors.



Managing Your Roster

[View Roster](#)

Adding Clients

The easiest way to add clients to your roster is to direct your actors to <http://www.nowcasting.com> as you sign them – make it a standard part of the initial set up. In an *emergency only*, NowCasting can set up a profile on the fly if you email us the following (1st 4 items are *required*):

- Professional Name
- Union Affiliations
- How you represent them (theatrically, commercially, stage, print, etc)
- Picture (as large as you have)
- Resume in Word Doc format
- Client email address

Dropping Clients

To drop a client from your roster:

- 1). **Find** the actor
- 2) **Click** on the red **X** near their
- 3) **Press** the Remove button

Note: You will need to remove clients separately for each way you represent them.

Search Features

Now Casting offers powerful search options that can help you narrow your roster so you see exactly what you want to see.



Managing Photos

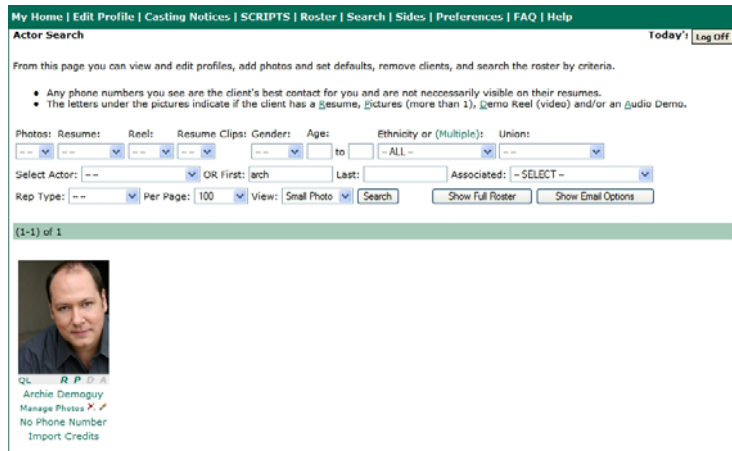
There are four steps to uploading photos:

1. **Find** Actor
2. **Select** Manage Photos
3. **Browse** for photo to upload
4. **Upload** photo

From Roster



Find actor
Select Manage Photos



Browse for Photo to Upload

Find the photo in your computer and select it the way you would to attach a file.

Upload photo

Click the Upload Photo Button

Note: In order to edit/crop photos after they are uploaded you will need to go into the profile.

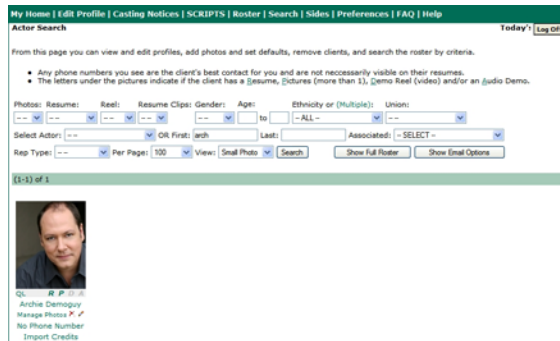


Importing Resumes – This feature not available to all Talent Reps.

Your actors should be keeping their resume up to date, but we've created this talent rep only feature to allow you to import their full resume from a word document. **You will need to request that we activate this feature and it requires a brief training session over the phone.**

1. **Find** the actor
2. **Choose** Import Resume
3. **Open** Word doc of resume to import
4. **Select** and **Copy** text
5. **Paste** into Import screen
6. **Preview** resume
7. **Import** to profile
8. **Edit** resume

Find the actor

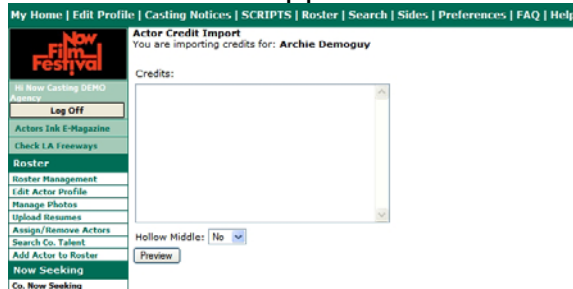


Choose Import Credits



QL RP D A
Archie Demoguy
Manage Photos X
No Phone Number
Import Credits

This screen will appear:



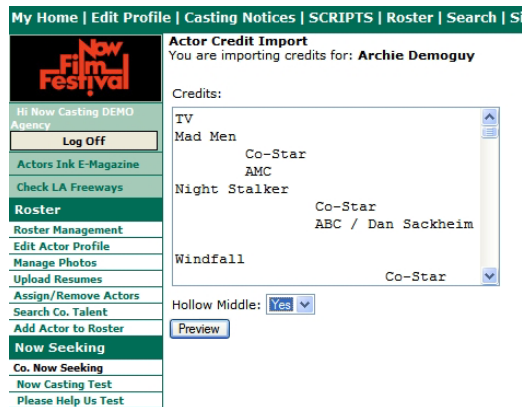


Open Word Document

Select and **Copy** text to be imported (Note: Do not select Name or Agency information)



Paste text into Import Screen



Preview resume





Import to profile

Once the resume has been imported it will look like this:

Position	Header?	Column 1	Column 2	Column 3	Options
Last	<input type="checkbox"/>				Add New
1	YES	FILM			
2	NO	EXPOSED	Supporting	Burke Hefner, dir.	
3	NO	BRISTOL BOYS	Lead	Brandon David Cole, dir.	
4	NO	GEORGE WASHINGTON	Featured	David Gordon Green, dir.	
5	NO	DAVID & LAYLA	Supporting	Intrinsic Value/Day Jonroy, dir.	
6	NO	BACKSEAT	Supporting	Group Mattie/Bruce V Dusen, dir.	
7	NO	THE HOLOFLUX UNIVERSE	Featured	Phil Gallo, dir.	
8	NO	IMPOTENCE	Lead Borderline	Films/Ryan Louie, dir.	
9	YES	TELEVISION			
10	NO	THE SOPRANOS	Recurring	HBO	
11	NO	LAW & ORDER	Guest Star	NBC	
12	NO	LAW & ORDER: CI	Guest Star	NBC	
13	NO	PROOF OF LIFE ON EARTH	Voice	ABC Family [Animated]	
14	NO	SPORTS INVENTORS	Guest Star	MTV/ SHOWTIME	
15	NO	APOTHECARY MAX	Series Regular	SHOWTIME	
16	NO	GRAND LEFT AUTO	Voice	ROCKSTAR GAMES	
17	YES	THEATRE			

Edit resume

To **Edit** a line **click** on the pencil.

To **Delete** a line **click** on the **X**

To **Bold** a line:

- 1) **Click** the pencil
- 2) **Check** the box next to header
- 3) **Press** the Update button

Position	Header?	Column 1	Column 2	Column 3	Options
Last	<input type="checkbox"/>				Add New
1	YES	FILM			
2			Supporting	Burke Hefner, dir.	
3			Lead	Brandon David Co	
4			Featured	David Gordon Gre	
5			Supporting	Intrinsic Value/Day Jonroy, dir.	
6			Supporting	Group Mattie/Bruce V Dusen, dir.	
7	NO	THE HOLOFLUX UNIVERSE	Featured	Phil Gallo, dir.	
8	NO	IMPOTENCE	Lead Borderline	Films/Ryan Louie, dir.	
9	YES	TELEVISION			
10	NO	THE SOPRANOS	Recurring	HBO	
11	NO	LAW & ORDER	Gu		

Check "Header" to make bold

Click the pencil to edit

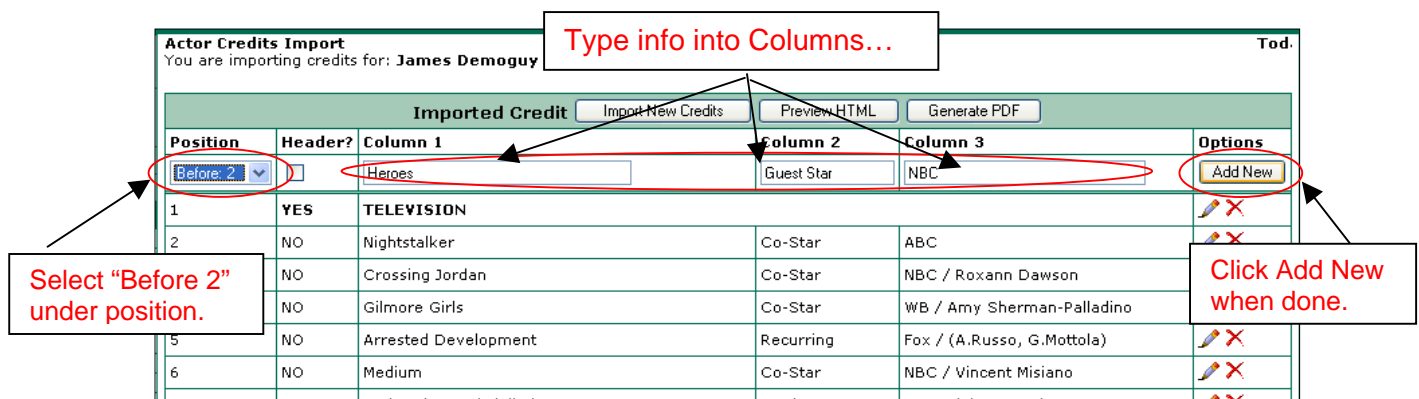
Click the red "X" to delete a line.

Adding and Removing Credits

Actors will see this screen when they go to update their resumes after they have been imported.

TO ADD A CREDIT OR RESUME LINE:

Simply type text into the appropriate Column, choose the Position, and click the "Add New" button. (Example: Add Heroes as first Television credit.)



Actor Credits Import
You are importing credits for: James Demoguy

Type info into Columns...

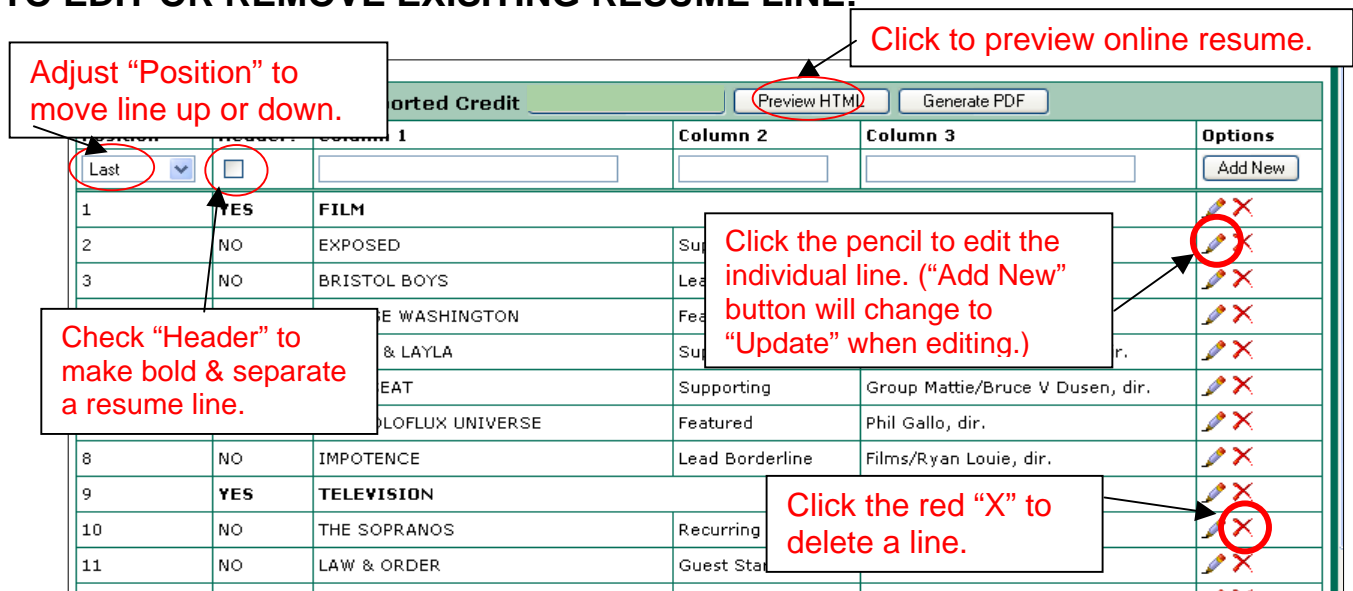
Position	Header?	Column 1	Column 2	Column 3	Options
Before 2	<input type="checkbox"/>	Heroes	Guest Star	NBC	Add New
1	YES	TELEVISION			
2	NO	Nightstalker	Co-Star	ABC	
	NO	Crossing Jordan	Co-Star	NBC / Roxann Dawson	
	NO	Gilmore Girls	Co-Star	WB / Amy Sherman-Palladino	
5	NO	Arrested Development	Recurring	Fox / (A.Russo, G.Mottola)	
6	NO	Medium	Co-Star	NBC / Vincent Misiano	

Select "Before 2" under position.

Click Add New when done.

Repeat this process until all credits are entered and in the proper line position.

TO EDIT OR REMOVE EXISTING RESUME LINE:



Imported Credit

Click to preview online resume.

Adjust "Position" to move line up or down.

Click the pencil to edit the individual line. ("Add New" button will change to "Update" when editing.)

Check "Header" to make bold & separate a resume line.

Click the red "X" to delete a line.

Position	Header?	Column 1	Column 2	Column 3	Options
Last	<input type="checkbox"/>				Add New
1	YES	FILM			
2	NO	EXPOSED	Sup		
3	NO	BRISTOL BOYS	Lead		
		THE WASHINGTON	Feat		
		& LAYLA	Sup		
		EAT	Supporting	Group Mattie/Bruce V Dusen, dir.	
		LOFLUX UNIVERSE	Featured	Phil Gallo, dir.	
8	NO	IMPOTENCE	Lead Borderline	Films/Ryan Louie, dir.	
9	YES	TELEVISION			
10	NO	THE SOPRANOS	Recurring		
11	NO	LAW & ORDER	Guest Star		

Business Tools



Sending Quick Links

A Quick Link is exactly as it sounds a quick way to send ONE (1) actor's profile to someone by creating a link that open automatically and does not require a username or password.

There are four steps to sending a quick link:

1. **Find** the actor
2. **Select** the material to be sent
3. **Create** the link
4. **Send** the link

You can make a quick link from either the Roster or from the Quick Link page.

<p>From Roster</p>	<p>From Quick Link Page</p>
<p>Find Actor</p>	<p>Find Actor</p>
<p>Select Material to be Sent</p> <p>Mouse over QL and select material to be sent</p>	<p>Select Material to be Sent</p> <p>Mouse over Actor's Name and select material to be sent.</p>
<p>Create Quick Link</p> <p>Actor Quick Link™ Create</p> <p>Send Jossara Jinaro Profile using the link below. Just copy and paste it into your email or instant messenger.</p> <p>Option 1 - Use your default email program:</p> <p>Click here to have your default email program open up with the link pasted in the body of the message.</p> <p>Option 2 - Copy and paste text link into your email or instant message:</p> <p>Actor Quick Link™: https://www.nowcasting.com/ql/ae8c5c95c5 - (Click here to copy link)</p> <p>Highlight the text with your mouse. To Copy, press CTRL+C on the keyboard (apple key-c for MAC) or use the "right click" on the mouse and select Copy. To paste the link in your email, place the cursor where you want it and click, then press CTRL+V on the keyboard (apple key-c for MAC) or use the "right click" on the mouse and select Paste.</p> <p>[Print Window] [Close Window]</p> <div style="float: right; border: 1px solid black; padding: 5px; width: 200px;"> <p>Send the Link (Same for Roster or Quick Link Page)</p> </div>	


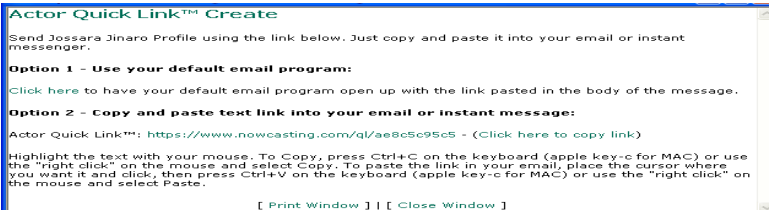


Customizing a Quick Link:

To have more control over the content being sent out or to send more than one thing, you will want to customize the link before sending it.

There are five steps to sending a customized quick link:

1. **Find** the actor
2. **Select** the material to be sent
3. **Choose** the default page and expiration date
4. **Create** the link
5. **Send** the link

<div style="background-color: #008080; color: white; padding: 5px; display: inline-block; border-radius: 5px;">View Roster</div> From Roster	<div style="background-color: #008080; color: white; padding: 5px; display: inline-block; border-radius: 5px;">Create Quick Link</div> From Quick Link Page
Find Actor Select Material to be Sent	Find Actor 
Choose Default page (what will open first) and expiration date (how long the link will be good for).	
Create Quick Link	
Send the Link (Same for Roster or Quick Link Page)	
	



Sending Actor Packages

An actor package allows you to send a link with multiple actors for one or more roles.

To create an actor package takes nine steps.

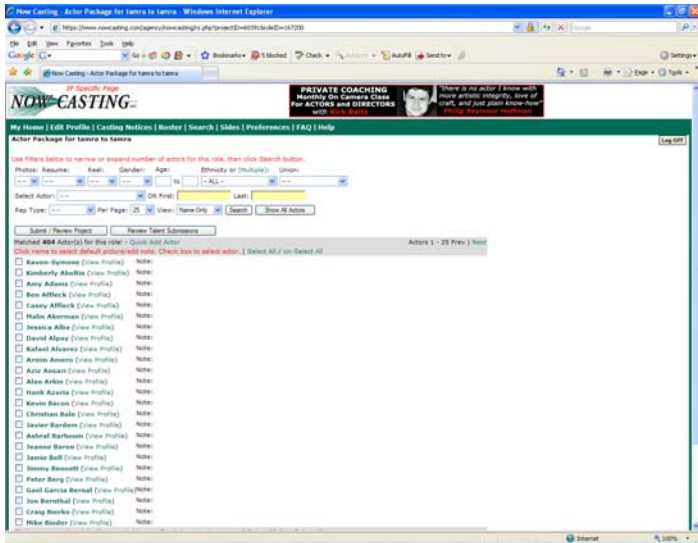
1. **Address** form (To Name or Company and Regarding, # of roles)
2. **Click** "Create Package" button
3. **Find** actors to be submitted
4. **Select** actors using the check box (Click on the actor's name to choose photos or material to send).
5. **Click** "Select/Review Project" button
6. **Check** selection and **Press** "Next" or "Add More Actors"
7. **Write** cover letter
8. **Create** link
9. **Press** "Review" or "Done"

1. **Address** form.



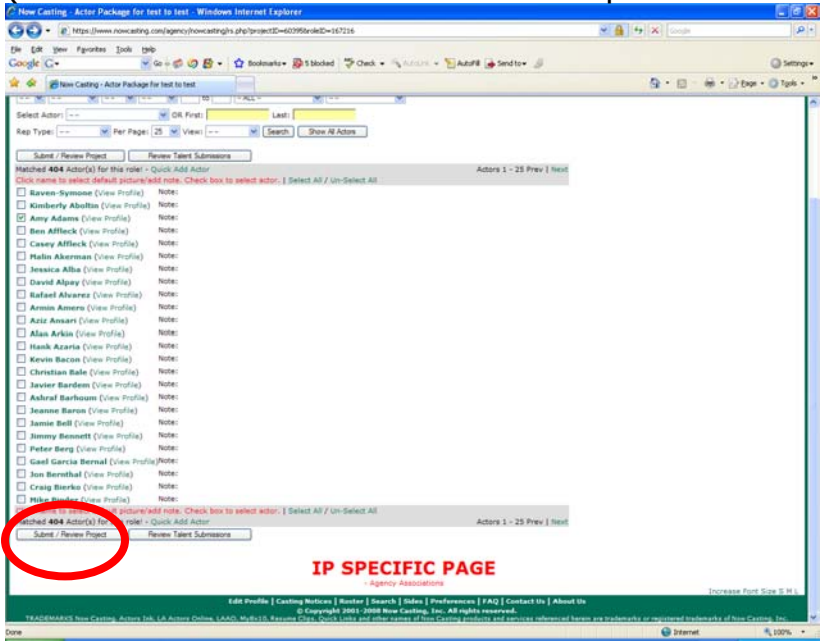
2. **Click** "Package Create"

3. **Find** actors to be submitted.



Actors can be viewed in either list or photo view to select.

4. **Select** actor using the checkbox.
(Click on the actor's name to choose photos or material to send).

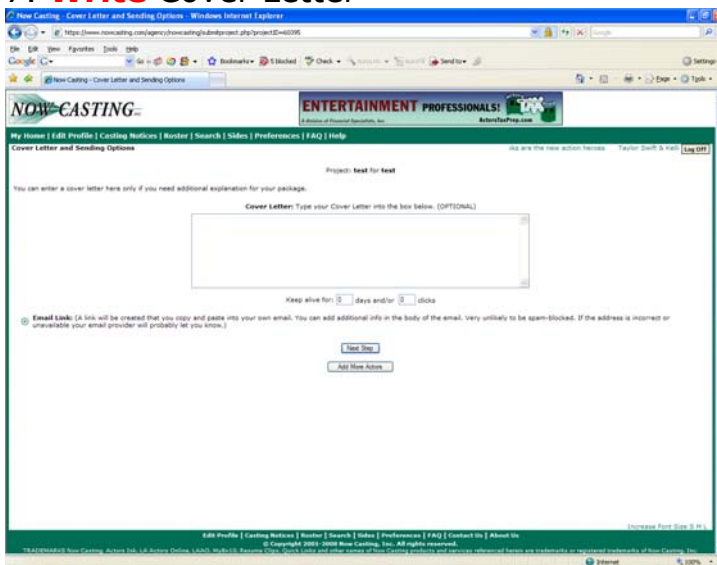


5. **Select/Review** Button

6. **Check** selection/**Press** Next



7. Write Cover Letter



8. Create link.

9. Press "Review Report" or "Done"



Affiliations

International Player's Directory Online



The Player's Directory has been an industry leader in locating actors since 1937. The books remain in demand by both casting and producers. The Online edition takes this powerful directory a step further by giving agents and managers the ability to manage their rosters in a whole new way. Whether you update your roster at Now Casting or Player's Directory your clients can be seen in both databases offering you greater flexibility and choice when it comes to roster management. What's more your same username and password gets you into both sites!

Studio Systems Studio Systems



Did you know that by updating Now Casting you are also updating the database used by most network and studio executives? Baseline Studio Systems has been an industry leader and resource for information the Studio and Network executives use most including actor information.

Online Auditions Now



Now Casting's Online Auditions Now system has taped over 40,000 auditions to date – and the number is going up daily. Chances are your client has already been put on tape using this powerful system which pulls their profile directly from the database and delivers it along with the audition to those doing the hiring. Even if you don't regularly use Now Casting many with the power to hire DO so keeping your actor's profile up to date is more important than ever!

InEntertainment



Do you use InEntertainment? Now Casting is InEntertainment ready and makes tracking and submitting a breeze. No extra typing or cutting and pasting. If you are already using InEntertainment or plan to be using Now Casting can definitely cut down on the time you spend tracking your submissions.