



MAY / JUNE 2019



No Classes 5/25-5/27/19

MEET KARRIE MARTIN



Fun Facts on Karrie:

- started at Launch in 2011
- has a sister, Nandy, that is also an actress
- went to IPOP in 2012, 4 months later signed with Abrams Artist and Artistic Endeavors and moved to LA with her sister.
- has appeared in tv shows such as Pretty Little Liars, The Purge, Quest Seekers as well as a list of films.
- has been rejected many many times in the 8 years BUT NEVER GAVE UP.
- Opened a fashion line with her sister Nandy in 2018 called Marti Ave
- in 2018 started working for the mega Betty Mae Casting as a casting assistant.
- FINALLY after 8 hardworking years, just booked her own NETFLIX show as a Series Regular called 'GENTEFIED'

MARCH '19 CALLBACKS- ARTISTIC ENDEAVORS

Arthur Rusnak Aya Elmadah Caroline Cole
Chris Greening Jack Trotter Anna Hemelt
Karen Trichell

APRIL '19 CALLBACKS-CLEAR TALENT GROUP

Kayla Davis Emanie White Arthur Rusnak
Aubrey Williams Malik Elrod Romel Anderson



MyCastingFile **Take part in the action.*

How do I become a background actor?

An extra, sometimes called "background," is a person in a scene in a movie or TV show who doesn't speak. There are sometimes "featured extras," who are seen more and may interact with one of the principle actors.

If you would like to be an extra in the movies here in Louisiana you can register at mycastingfile.com. MyCastingFile.com is an innovative system developed to create an efficient relationship between casting departments and their talent. By collecting the most information possible from the talent pool, casting departments are able to quickly and efficiently locate and communicate with talent. Expanded communication options create more accessibility which means a more streamlined casting process. A dynamic administrative utility manages a wealth of information with efficiency and ease. With these innovations, casting departments can work quicker with a smaller workforce. MyCastingFile.com is designed with talent in mind as well. More communication options such as texting, email and phones allows talent to always be available for potential bookings. With our progressive booking features, talent can respond to a booking request quickly and easily through email which means fewer missed opportunities. As we continue to grow, MyCastingFile will offer more exciting innovations designed for talent to take part in the action.

How to get an agent in the southeast market?

If you feel you or your child is ready for representation there are a lot of great talent agencies in the Southeast. It's a great way to start building your resume at home before signing with a Los Angeles talent agency. Below is a list of some of the top Southeast agencies. Please follow their instructions on submitting to them.

Action Talent Agency

Actors Choice Talent Agency

Alexander White Agency

Barefoot Models and Talent

Beck Talent

Bold Agency

Cindy Hill Agency

Fifty Two 45

Fruition Talent

Hale Talent

Impact Model and Talent

Landrum Arts

L.T.A.

Open Range Management

People Store

Talent Connexion

Trinity Talent Agency

RESOURCES

Knowledge is power! Here are some very important resources for this industry. Take the time to learn more about the business for yourself and/ or you child.



WEBSITES/PODCAST

www.childreninfilm.com

Audio book: Speak with Distinction by Edith Skinner



Talking like normal people/
Casting Director Podcast

Basic Industry Terms

ACTING RESUME: Focuses exclusively on acting and establishes your credibility as an actor by listing your acting experience and training as well as promote you as an actor to agents and casting directors.

AGENT – A person responsible for the professional business dealings of an actor, director, or other artist. An agent typically negotiates the contracts on behalf of the actor or director, and often has some part in selecting or recommending roles for their client.

CASTING DIRECTOR – The producer's representative responsible for choosing performers for consideration by the producer or director.

AUDITION – A tryout for a film, TV or stage role or for representation from an agent or Manager. Usually auditions involving reading from the script, but can also require improvisation.

CALLBACK – Any follow-up interview or audition.

CHARACTER ACTOR – An actor who specializes in playing well-defined, stereotypical, archetypal, off-beat, humorous, or highly-recognizable, fictional roles of a particular physical, emotional, or behavioral type, in a supporting role.

COOGAN'S LAW – Refers to landmark legislation in the late 30s designed to protect a child actor's earnings, by depositing some of the minor's earnings in court-administered trust funds that the child receives when he/she reaches the age of majority; named after child actor Jackie Coogan.

For a FULL list of terms visit: <https://www.nycastings.com/acting-terminology-101/>

BOOKS

-Audition by Michael Shurtleff

-Respect for Acting by Ut Hagen

-Audition for your career, Not the job by Tim Phillips

-Acting Q's Conversations with Working actors bpy Bonnie Gillespie

-On Acting by Sanford Meisner

-Acting for the camera by Tony Barr

-An Actor prepares, Building a character & Crating a Role by Constantin Stanislavski

-Improv for actors by Dan Diggles

-The Intent to Live by Larry Moss

-The Second Circle by Patsy Rodenburg



AUDITION DO'S AND DON'TS



The work audition in this industry can range from meeting with possible representation to audition for a large feature film. However, what all auditions have in common is professionalism and preparation. The luxury of being a Launch student, you get the opportunity to meet with some of the top representatives in the business monthly. Here are a few important facts to follow in order to achieve the most successful audition for representation.

1. **BE ON TIME**- Even is the audition is running behind you need to be on time and ready as soon as you walk in the door.
2. **Look AMAZING.** – Don't stay up all night before your audition day. Get lots of rest and wake up early enough to look you best. This does not mean dress like you are attending a formal event. This means **LOOK** amazing, refreshed, prepared.
3. **Dress presentable.** – is says a lot about an actor or model that shows up with messy hair, sweats, undergarments hanging out, torn up shoes and lots of makeup. Agent and managers want to see the real you, but they want a blank canvas. Jeans, Nice shirts or even simple t shirts, clean shoes, hair and **NO** accessories except your headshot and resume as key to the best entrance.
4. **BE PREPARED** – At launch the minimum requirement is a 30 sec commercial. Even if you are a brand new student you can still enter with a commercial script in your hand. Once you have been training you will then learn a monologue. This could be asked for by a rep after you perform a commercial. By no means should you tell them you don't have a commercial script just because you want to do your monologue. This shows that you cannot take direction. **ALWAYS** be prepared with both incase for your best audition.
5. **Choose material that best shows you as the actor.** Don't perform a commercial about something that isn't age appropriate.
6. **Come alone, unless you are a minor (then 1 parent only)**- Don't bring family or friends to auditions. Please have them wait in the car.
7. **Have a professional headshot and resume.** Keep them in your car so you **NEVER** forget one. If you have not taken professional headshots yet please bring a 8x10 printed photo of you and you alone dressed in a solid shirt.
8. **Do not apologize for forgetting you lines and don't describe what you are about to perform.** If asked to slate, slate name, age and height (age under 18) If you aren't not asked to slate simply begin you commercial and end.
9. **Do follow up-** One week following auditions you can get feedback from the front desk. This feedback can sometimes result in a callback. If you receive a callback the front desk will have more info for you. They will not call you with this info, You must follow up.
10. **HAVE FUN-** it's super important that you take advantage of the 2 mins you have in the room. The best way you can do that is to show them you love what your doing by following everything above.

ALL ABOUT RESUMES

Did you know that an entertainment resume looks nothing like a professional workforce resume? It's important for all talent, working and up and coming to understand the true important of a resume.

The goal of all actors and models is the grow and build their resume in the business. What does this mean? A resume is a one-page description of you and the work you have completed in this business. It also shows the amount of time spent developing your craft though training and/or workshops. In the beginning of your career you will probably have not have much on your resume except basic things about yourself such as training, plays, skills and stats. As you begin to book work your 'credits' will be added to your resume and less important things will be removed.

The most important thing is to **NEVER LIE** on a resume. Less is more when you are starting out so by glance, we simply get to know you. Once you are a working talent by glance, we see what work you have done.

You can pick up the example below at the front desk.

NAME

(use Launch until you have an agent)

Height: 5'5"
 Weight: 60 lbs
 Hair: dark brown
 Eyes: mocha brown
 DOB: 9-19-05 (until 18 years)

Launch Model and Talent
 2309 North Hallen
 Metairie, LA 70001
 504-299-0090

FILM (list best credit 1st- don't date anything)

| | | |
|------------------------|-----------------------|--|
| <small>(title)</small> | <small>(role)</small> | <small>(Director & Production)</small> |
| The Campaign | Dermot | Dir. Jay Roach Warner Bros |

TELEVISION

| | | |
|----------------|-------|-------------------|
| True Detective | Missy | Dir. Mike Muggill |
|----------------|-------|-------------------|

THEATRE

| | | |
|-------------------|----------|---------------------------|
| Hunk Jr. | Duckling | Rivertown Theatres |
| Captain Louie | Cup | Jefferson Performing Arts |
| A Christmas Carol | Tiny Tim | Rivertown Theatres |

TRAINING

| | | |
|------------------------|-----------------|--------------|
| Improvisation | Nicole Barre' | Metairie, La |
| Cold Reading Technique | Nicole Barre' | Metairie, La |
| Interview & Audition | Billy Slaughter | Metairie, La |
| Television 2 | Nicole Barre | Metairie, La |
| Fashion & Commercial | Jessica Mudnare | Metairie, La |

SPECIAL SKILLS (be specific, note any extensive experience, awards)

Sports:
 Tennis -- 3 years
 Softball- All positions- 2 years
 Swim team- 2 years
Misc: I have a 4.0 GPA, hula hooping, jumping rope, cartwheels, Frisbee, swimming, riding a bike

INTEREST
 Dancing (7 years ballet, tap, jazz), Acting, Family, Friends, Art, Making new friends, Easy going, Fun-loving, Singing

(NOTE** Do not list any category if you don't have any credits in it. If you've never done film or TV yet just start with Theater or if you haven't done that just start with Training.)

What is a headshot?

Headshots are the number one actor's marketing tool. There are many reasons to invest in a set of good quality headshots done by a professional headshot photographer. Headshots are actors' branding and marketing around the industry; it's the key toward getting noticed for the audition, and the best way for an agent or CD to remember the actor for future work. Agents and CD pay close attention to **how professional** an acting headshot looks, and it can tell them how well the actor understands the industry (read: is the actor an amateur?)



Photoshoot Tips

LEAVE YOUR VANITY AT THE DOOR: This is not about finding the image where you look the prettiest, thinnest, most handsome, charming version of yourself. Yes, the industry is vain and superficial to an extent, but your talent and your personality are ultimately what is going to seal the deal.

Makeup & Hair -- Again, think natural -- wear your hair how you would every day. Having options is good, so for women, if you have long hair, maybe start with it up, then try it down. Guys, it's great to see beard and no beard, so consider coming in with a beard and shaving part way through a session.

Retouching - remember this is not a glamour shot! If there are a few blemishes it's fine to retouch these, but if you have scars or if your skin is textured in any way that is going to be there during your audition and/or for a role, we need to see that. Be aware again of the importance that your headshot truly look like YOU... there's a trickle-down of consequences for bringing in the wrong look when an actor walks in for the part

LOOK LIKE YOU. AN ACTOR'S HEADSHOT SHOULD CAPTURE THE 'ESSENCE' OF THE PERSON IN THE IMAGE. IF YOU WERE A CHARACTER, WHAT WOULD THAT LOOK LIKE IN A STILL IMAGE? THIS DOESN'T MEAN FORCING FACIAL EXPRESSIONS ON YOURSELF, WEARING HATS, GLASSES OR BRIGHT RED LIPSTICK. IT SIMPLY NEEDS TO SUGGEST SOMETHING ABOUT YOUR PERSONALITY. THE OTHER SIDE OF THE COIN HERE IS THAT YOUR HEADSHOT NEEDS TO LOOK LIKE YOU ON A GOOD DAY, YES, BUT ALSO EXACTLY HOW YOU WILL LOOK WHEN YOU WALK INTO A MEETING OR AN AUDITION ROOM. IF YOU WALK INTO THE ROOM, LOOKING NOTHING LIKE YOUR HEADSHOT, IT CAN MEAN TWO THINGS. EITHER NOW, YOU ARE COMPLETELY WRONG FOR THIS ROLE, AS YOU'RE HAIR IS SHORTER, LIGHTER, YOUR SKIN IS A DIFFERENT COLOUR ETC., AND IT ALSO MEANS THAT YOU COULD HAVE BEEN PERFECT FOR A ROLE THEY CAST LAST WEEK, BUT YOU'VE NOW MISSED IT BECAUSE YOUR HEADSHOT DOESN'T ACCURATELY REPRESENT YOU.

WELL-FITTED CLOTHING: LOOSE CLOTHING MIGHT BE MORE FLATTERING IN REAL LIFE FOR SOME, BUT AS A GENERAL RULE - TIGHTER CLOTHING ALWAYS LOOKS BETTER ON CAMERA. - NO LOGOS, NO CRAZY PATTERNS... NO JEWELRY... NOTHING THAT COULD MAKE YOUR HEADSHOTS DATED (SO AVOID TRENDY FASHION CHOICES). SOLID COLORS ARE BEST, YOU SHOULD KNOW YOUR BEST COLORS FOR YOUR COLORING. IF YOU HAVE THE MEANS, CONSIDER INVESTING IN A MEETING WITH AN IMAGE CONSULTANT (THEY CAN ADVISE YOU ON THE BEST NECK AND COLLAR LINES, BEST SLEEVE CUTS, BEST COLORS, AND OTHER WARDROBE CHOICES THAT ARE BEST FOR YOUR BONE STRUCTURE, BODY TYPE AND COLORING). BRING A VARIETY OF NECKLINES (V-NECK, ROUND NECK, POLOS), ALSO THINK TO BRING JACKETS AND JUMPERS. A NICE KNITTED JUMPER, A FITTED DENIM JACKET, A CARDIGAN, AND A FITTED T-SHIRT WOULD COVER YOU FOR A VARIETY OF LOOKS AND OFFER DIFFERENT NECKLINES AND LAYERS.

Student SPOTLIGHT

AUDITIONS

Our next 2 Agent/ Manager Auditions are

May 11th & June 8th

MAY 11TH

Beck Talent & KMR Talent

JUNE 8TH

The Campbell Agency /
Texas

SNAPSHOT OF ALL THE LAUNCH
TALENT THAT HAVE RECENTLY
SECURED NATIONAL REP



Alfred Smith- Signed with KMR and Kathy Bridges

Anna Hemelt- Is already signed with AEFH and now is signed with Artistic Endeavors



Events... events... events!!! Launch Model and Talent is booked for back to back events as we approach the summer months and we could not be more excited to meet new people and LAUNCH them in the right direction. If you know someone who is interested in pursuing a career in the fashion or entertainment industry be sure to tell them all about how Launch has changed your life and LAUNCHED your career as a actor or model. Be on the lookout for our talent scouts as we head out to some exciting events in the coming months. From May 31-June 2nd, Launch will be on the lookout for models at the National American Miss Pageant in Baton Rouge. In addition to scouting talent at this popular event, we will be judging the Top Model Competition at NAM where contestants on judged on their photo shoot and photos. If your attending the event and you are a current Launch student, don't forget to stop by our booth and say hi. Tell your family and friends who may be attending to be on the lookout for the Launch team!

As always, if you are new to LAUNCH don't forget to add us on social media: Facebook: @LaunchTalent Twitter: @starlaunching Instagram: @starlaunching Becoming a follower on our social media sites will keep you up-to-date with important academy information, talent bookings and industry related news and updates.



THE 1 PIECE OF ADVICE EVERY ACTOR MUST HEAR

When I sit in on castings, I watch actors come in one after the other, after the other, all trying to be what they think they're supposed to be. I watch amazing, talented actors push away or hide the things that make them unique and special. It just kills me.

And then in walks an actor, no excuses, no apologies, just a raw confidence in who they are and what special attributes they're bringing to the table, and everyone in the room exhales a sigh of relief. Finally. Someone who is real. Someone not trying to be what they think they're supposed to be or trying to be what they want to be or trying to be something someone has told them they should be. A real person owning everything about themselves: the good, the bad, and the ugly.

It's usually those "ugly" parts or aspects of our personalities we don't think are good enough, that might be thought of as negative, that aren't as bold and bright as we think an actor is supposed to be, that separates us from every other actor at that audition. Aspects that color us as full, layered, real human beings, the things that directors seek out and look for in an actor.

An actor who can accept and more importantly own every aspect of their being is an actor who can display the confidence that commands attention and who will be remembered after they walk out of the room. They might not be exactly right for the part they're reading for at that moment but you can be sure the casting director, director, agent, producer, client, or whoever was in that room is going to remember that actor and their various layers in a positive light.

The actors who were trying to be what they thought they were supposed to be? Let's just say they'll be as memorable as their one-dimensional, generic performances.

So that bit of advice that every actor must hear...**YOU ARE ENOUGH.** That's it. Each and every one of you is unique and special and incredible and powerful and memorable and castable and marketable. You don't have to be anything other than yourself. Don't try to fit yourself into a role—fit the role onto you. Make it work for all your colors and layers, embracing the good, the bad, and the ugly.

It is in owning everything about yourself and being brave enough to expose it that will separate you from all the other actors out there. Once you can trust that you are enough and are able to bring your true self to each role...that's when magic happens and careers are made.

From this moment on, I give all of you permission to just be you. That's all you have to do. Trust that you are enough. Own it. Believe it. Bring it to every photo shoot, every meeting, every audition, every rehearsal, every day you are lucky enough to work on set

Right now, look into a mirror or your phone or your reflection in your computer screen and tell yourself: I am enough. I don't have to try to be anything other than who I am. And right before you walk into that next meeting or audition remind yourself of that. Don't try to be what you think they want, show them what they need—you!