

Why all the RULES?



JANUARY 1, 2009, MEANS VIGOROUS ENFORCEMENT OF RULE ONE IN NEW MEDIA. "No member may provide services for a producer that is not signatory to the appropriate SAG agreement."

Insisting on a SAG contract when you work in new media is both your right and your responsibility. Working under a union agreement helps you and all actors in two important ways. First, it creates the expectation within a growing industry that professional actors deserve union standards scaled to the business realities of these new media, regardless of the budget. Second, it ensures that if the project you work on becomes profitable, you and the other actors will share in those profits. It's in your contract.

Becoming a signatory to SAG's new media agreement is simple, so don't be fooled by producers, casting directors or agents who tell you that SAG doesn't cover new media or that it is too expensive to produce union. SAG has signed more than 750 projects with nearly 500 companies, so the contract works.

New media has caused a seismic shift within the industry, but it also has created unique opportunities for industrious SAG

members to explore their craft. Opportunity is becoming more democratized and, where only a decade ago making a short film or video meant spending tens of thousands of dollars, today, if you have a digital camera and an editing program on your home computer, you can be producing original material for the Web. Call the number below to learn more.

Most importantly, working under a SAG new media contract makes clear to the industry that SAG covers this new space and that SAG contracts always will be there to protect the work of professional actors.

Actors take their craft seriously and their work has tremendous value in the industry. More than ever, actors need to focus on the "business" side of show business and establish themselves as professionals and partners right from the start. A career in new media won't be about doing favors, it will be about establishing business relationships. If it's important enough to have a professional actor in front of the camera, then it's important enough to be under a union contract. Especially if you are doing a favor for a friend, good fences make good neighbors. Remember, it's your right and your responsibility as a SAG member to put the union contract in place before the camera's on your face. Let us help. We've got you covered.

For more information on new media contracts, seminars and signatory workshops, e-mail organizingnewmedia@sag.org or call (323) 549-6777.

Beginning January 1, 2009, Screen Actors Guild is counting on you to insist on the appropriate union contract before you agree to work. Violating Rule One means disciplinary action that can range from fines to suspension. SAG members are also allowed to work in new media under an AFTRA contract.