



THE CITY OF NEW YORK  
MAYOR'S OFFICE  
OF FILM, THEATRE  
AND BROADCASTING

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#### Screen Actors Guild Gearing up for iActor Launch



*February 1, 2007* - The Screen Actors' Guild is making life sweeter for actors and casting directors in 2007. SAG's iActor program is in its early stages, but the new digital platform for viewing and submitting SAG member headshots and resumes will be fully launched in spring of this year.

iActor is an innovative new online tool, on which active SAG members can create resumes, upload their headshots, and add video reels of their work. Voice actors can submit audio files as well. They are also able to enter physical attributes and skills (for example, language skills, dialects, juggling, ballroom dancing, etc.) The program is taking a two-tiered approach to its release, with the first-stage member launch in February. SAG members wishing to participate can go to [www.sag.org](http://www.sag.org) to post their resumes and other visuals.

All of these features will be helpful during the second stage industry launch, where casting directors and producers can narrow down their needs based on specific criteria that the performer has entered. For example, a production filming in New York City looking to hire local cast that are trained in juggling, could narrow down their search using iActor. Once the search has been narrowed down, casting directors and producers are able to virtually file and manage resumes on iActor. This allows the casting director to share information and store it in a centralized location. iActor's industry launch begins this spring. The Mayor's Office of Film, Theatre and Broadcasting congratulates SAG on its newest member benefit and looks forward to seeing New York City based actors and casting directors benefit from it.

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