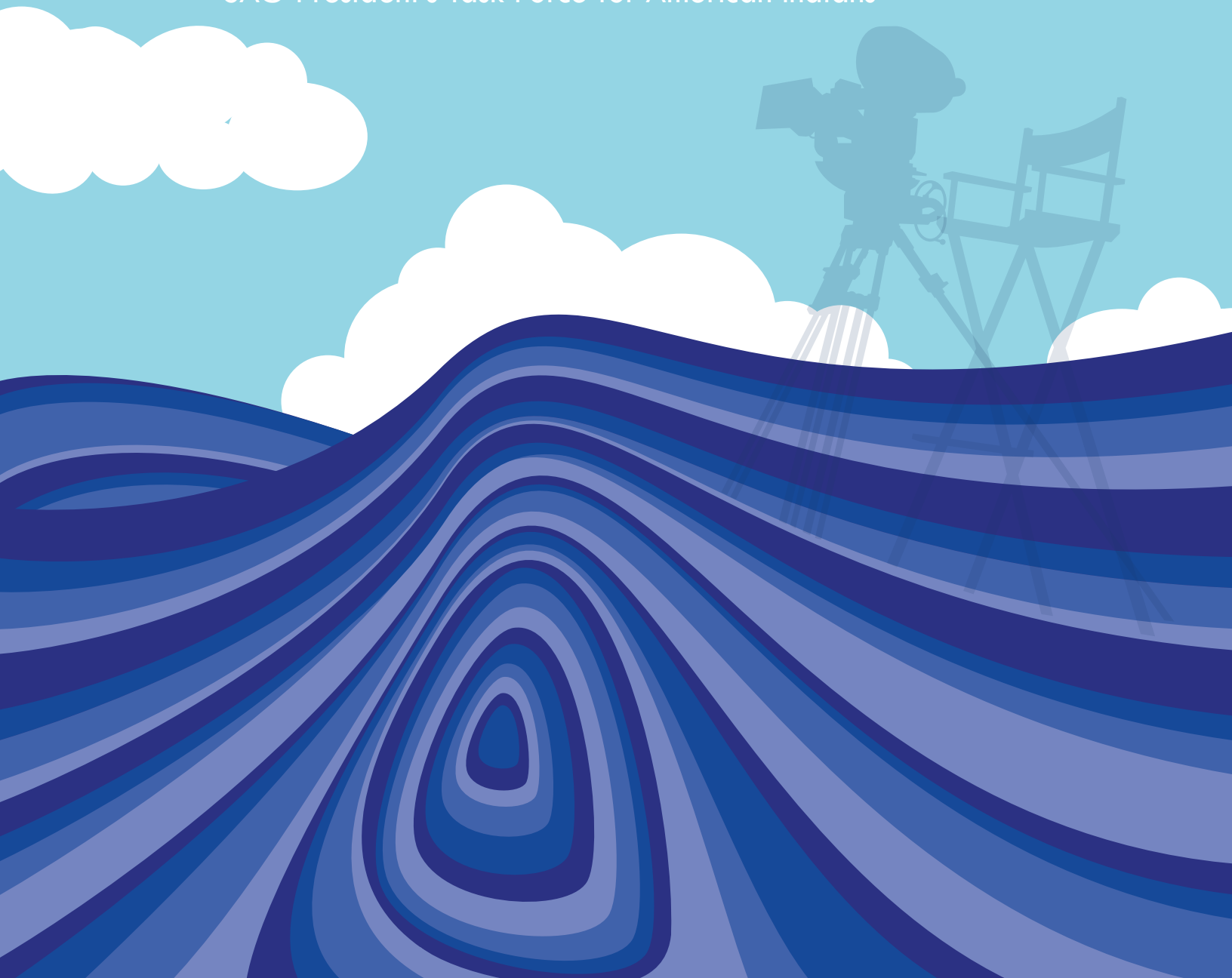


# Get Your ACT Together SAG Diversity Careers in Focus Conference

Saturday, October 16, 2010

Screen Actors Guild Headquarters  
5757 Wilshire Boulevard, Los Angeles, California

presented by  
Screen Actors Guild  
Affirmative Action & Diversity  
in conjunction with  
SAG Spanish Language Media Task Force  
SAG President's Task Force for American Indians





## Get Your ACT Together SAG Diversity Careers in Focus Conference

Hosted and Sponsored by  
SAG Affirmative Action & Diversity  
in conjunction with  
SAG National Spanish Language Media Task Force  
& SAG President's National Task Force for American Indians

Join us for this one-of-a kind opportunity for the full spectrum of actors and entertainment industry professionals to learn from and meet with each other under one roof. Unlike other industry gatherings, this conference has been specifically designed to address issues facing underrepresented performers of color. By bringing together experts covering all facets of the business, this day-long program will provide performers as well as service and support organizations the opportunity to expand their network of professional tools and resources to shape a lasting acting career in the entertainment industry.

### SEMINARS & WORKSHOPS FREE TO PARTICIPANTS

Presented By

Back Stage, Casting Society of America, SAG Affirmative Action & Diversity, iActor, SAG New Media Department, SAG National Spanish Language Media Task Force, SAG President's National Task Force for American Indians

### Special Thanks to



### Participating Vendors

Joanna Baron / D.W. Brown Studios & Actors Photo Lab

### Participating Organizations

Arab Film Festival, CBS Diversity, Coalition of Asians Pacifics in Entertainment, Fox Diversity, Hollywood Black Film Festival, Levantine Cultural Center, National Association of Latino Independent Producers, Pan African Film Festival, Producers Guild of America, Muslim Public Affairs Council, Muslims on Screen and Television.

# Get Your ACT Together

## SAG Diversity Careers in Focus Conference

### Saturday, October 16, 2010 SCHEDULE

TIME	LOBBY	JAMES CAGNEY BOARD ROOM	ACTORS CENTER AT SAG FOUNDATION	BELLA BRUCK	KATHLEEN FREEMAN
9:00-10:00	All-day REGISTRATION				
10:00-11:00		<b>Diversity Works for Young Performers... <i>What do you want to do?</i></b>	<b>Commercial Workout: We Get You To Do Your SECOND Take... FIRST!!!</b>  presented by Back Stage	<b>"Speed Casting" Seminar</b>  presented by Casting Society of America (CSA)	All-day <b>iActor Training and Consultation</b>
11:00-12:00		<b>The Business of Stunt Coordinating</b>		SESSION FULL & CLOSED	
12:00-1:00		<b>SAG Diversity "Know Your Rights!" Workshop</b> with co-presenter Gayla Johnson (BYO Brown Bag Lunch)	<b>Nuts and Bolts of Actor Deals</b>  presented by Back Stage		
1:00-3:00		<b>Acting Beyond Stereotypes</b>  presented by SAG President's National Task Force for American Indians	<b>How To Become A Successful TV and Film Actor</b>  presented by Back Stage	<b>"Speed Casting" Seminar</b>  presented by Casting Society of America (CSA)  SESSION FULL & CLOSED	
3:00-5:00		<b>So you think you can VO?</b>  presented by SAG Spanish Language Media Task Force	<b>New Media, New Opportunities</b>  presented by SAG New Media Department	<b>"Speed Casting" Seminar</b>  presented by Casting Society of America (CSA)  SESSION FULL & CLOSED	

Registration begins at 9 a.m. and ends at 3 p.m. in the lobby of Screen Actors Guild National Headquarters. Registration is required for free seminars and workshops located in the first floor James Cagney Board Room, Bella Bruck Board Room, Kathleen Freeman Room, and the SAG Foundation's Actors Center, located on the 2<sup>nd</sup> floor of the Promenade.

## **JAMES CAGNEY BOARD ROOM SCHEDULE**

**10-11 a.m.**

### **DIVERSITY WORKS FOR YOUNG PERFORMERS. WHAT DO YOU WANT TO DO?**

This condensed presentation on diversity in television and film is from the POV of Hollywood personal manager and producer Addison Witt, who will candidly discuss new and different ways to look at the diverse assets a young performer can bring to his or her career as an actor. Addison will discuss his personal approach in marketing diversity as an asset. The intention here is to state clearly what you bring to the table, and own it. Let's talk beyond diversity and create a new way of seeing equality.

Presenter: **ADDISON WITT** is CEO of WEM, Inc., a personal manager known for discovering and cultivating careers of dozens of successful child and young adult actors, including RJ Mitte (*Breaking Bad*) and Nikki SooHoo (*The Lovely Bones*).

**11 a.m.-Noon**

### **THE BUSINESS OF STUNT COORDINATING**

Breaking into the world of stunt coordinating takes more than having your own career in stunts. In this competitive field, a coordinator needs to know how to market themselves through a network of contacts and also have great communication skills and knowledge of on-screen special effects. A panel of veteran stunt actors and coordinators will discuss how to get a job as a Stunt Coordinator as well as the duties and responsibilities and the skills sets involved for the job.

A complimentary copy of the SAG Stunt Performers of Color National Directory 2009 will be available for workshop attendees.

Moderator: **CONRAD PALSIMANO** Stunts, Stunt Coordinator, *The Other Guys*, *Rush Hour 3*, *Angels & Demons*

Panelists: **BOB MINOR** Stunts, Stunt Coordinator, *Hot Tub Time Machine*, *Alvin and the Chipmunks: The Squeakquel*; **SIMON RHEE** Stunts, Stunt Coordinator, *Transformers 3*, *Inception*, *Burning Palms*; **MELISSA R. STUBBS** Stunts, Stunt Coordinator, *Cats & Dogs: The Revenge of Kitty Galore*, *Salt*, *Inception*.

**Noon-1 p.m.**

### **"KNOW YOUR RIGHTS" WORKSHOP** Presented by SAG Affirmative Action & Diversity

SAG Affirmative Action & Diversity with special co-host, actress and comedienne *Gayla Johnson*, will present "**Know Your Rights! What EVERY Member Should Know to Empower and Protect Yourself in the Workplace and Entertainment Industry.**" Pursuing a career in the entertainment industry is often rewarding. . .and sometimes difficult. Especially when faced with discrimination, sexual harassment, pre-employment inquiries, predatory producers and issues of underemployment and underrepresentation.

Members are invited to attend this workshop to learn: workplace rights in the entertainment industry; how to recognize and report workplace harassment and discrimination; and Guild resources available to empower and protect you.

Co-Host: **GAYLA JOHNSON** is recurring talent on ABC's *Brothers and Sisters*, *What Would You Do?* and *WIPEOUT!* She is currently in IBM, Hallmark, T-Mobile commercials and is the spokesperson for Policare.

### **1-3 p.m.**

**ACTING BEYOND STEREOTYPES** Presented by SAG President's National Task Force for American Indians

Navigating an acting career between period pieces and stereotypes is challenging for many ethnic and diverse performers. This panel of distinguished actors who have moved *beyond stereotypes* in their acting careers will explore the benefits and limitations of working in period pieces, looking at the challenges of being seen for contemporary projects or as contemporary people, separate from Hollywood's ethnic-based stereotypes throughout film and television history of the Stoic Indian, the Nerdy Asian, the Latino Maid, the Black Gangster, etc.

Moderator: **KALANI QUEYPO** (Hawaiian/Blackfoot) *The New World, Into the West, Bones, Jason's Big Problem*

Panelists: **ADAM BEACH** (Canadian Saulteaux) *Flags of Our Fathers, Windtalkers, Law & Order: SVU*; **LUPE ONTIVEROS** *Desperate Housewives, Real Women Have Curves, Chuck and Buck*; **DANNY WOODBURN** *Seinfeld, Watchmen, Employee of the Month, Death to Smoochy*. Additional panelists to be announced.

### **3-5 p.m.**

**SO YOU THINK YOU CAN VO?...LO QUE PUEDES HACER CON TU VOZ** Presented by SAG National Spanish Language Media Task Force

Take a closer look at the ever-expanding Voice Over industry "En Español" in the USA. Learn what you can do with your voice on Spanish language commercials, dubbing, industrials, movie trailers, animation and more. Get tips from experienced SAG Spanish language and bilingual voice-over actors on the VO business. . .how to best market yourself. . .daily routines to help take care of your instrument. . .ideas on creating your voice demo and setting up your home studio. *Conversational Spanish Required.*

Moderator: **BERTILA DAMAS**, best known for her role as Marta in *Angelica Mi Vida* for Telemundo, has also done extensive commercial and voiceover work. Her TV & film credits include *ER, Dexter, Sleep Cell* and *Mi Vida Loca*. She is a member of the SAG Women's Committee, the SAG EEOC, the SAG Spanish Language Media Task Force and the SAG Hollywood Board of Directors.

Panelists: **DENISE LÈBRE**, TV, radio, commercial voice-overs; Spanish language voice for *CSI: Miami, Ugly Betty*, actresses Meryl Streep and Julia Roberts; **HERNÁN DE BÉKY**, TV, movie, promo voice-overs; Spanish language voice for film trailers, *Life As We Know It, Robin Hood, Despicable Me, Our Family Wedding, Beauty and the Beast HD Release*; **IRAN DANIEL**, TV host on Nickelodeon, Univision, Telemundo, Galavision, Azteca America; Spanish language voice via SAP for *Lost, Desperate Housewives, Grey's Anatomy, Medea Goes to Jail*; **NATASHA PEREZ** Commercial voice-overs & dubbing for "Susan" on *Desperate Housewives*, Kate on *Lost*, Lexie on *Grey's Anatomy*; **YARELI ARIZMENDI** actor/co-writer, *A Day Without a Mexican*, actor, *Like Water for Chocolate, Don't Let Me Down, Naco Es Chido*; **VICTOR MARES** Radio & TV, toys, video game voice-overs, Spanish voice of Michael J. Fox, Edward Norton, Leonardo DiCaprio, Keanu Reeves, Mickey Mouse.

## **ACTORS CENTER SCHEDULE**

**10 a.m.-Noon**

### **COMMERCIAL WORKOUT- WE GET YOU TO DO YOUR SECOND TAKE...FIRST!!!**

*Presented by Back Stage*

This workshop on careers in commercials covers topics of accessing your personality in every audition and overcoming fears which get in your way of successful auditions. Actors learn how to make interesting choices for ALL copy, and mastering the one-liner in commercials. The workshop will feature a head shot review — PLEASE BRING YOUR HEAD SHOT AND RESUME — and will include a Q&A on auditions and the commercial business.

Presenter: **JUDY KAIN** has taught commercial acting for 9 years and as a commercial actor acted in over 175 spots. As an actress, she has recurring roles in *Mad Men*, *Married with Children* and guest starred in *Castle*, *Scrubs*, *Desperate Housewives*.

Guest: **FRANCENE SELKIRK** has been a Commercial Casting Director for 20 years. Currently casting shows for Comedy Central and previously cast *Significant Others* on Bravo and comedies on Fox, Oxygen and NBC.

**Noon-1 p.m.**

### **NUTS & BOLTS OF ACTOR DEALS** Presented by Back Stage

From 'scale plus ten' to 'way off the charts,' from old media to new, actors' deals are all over the map. Still, there are some basic principles worth understanding, and some advanced principles too. Whether your career is just beginning to gain traction or is ready to take off, this panel will help demystify the legalese. Bring your questions too!

Presenter: **JONATHAN HANDEL** is a new media and entertainment attorney at Troy Gould, journalist and media commentator. News pieces have appeared in *The Hollywood Reporter*, *Huffington Post*, *Forbes.com*, *Los Angeles Times*. Commentary in over 600 television, radio, print and online outlets.

Panelists: **TARA KOLE** is a partner at Gang, Tyre, Ramer & Brown, representing film, tv directors, writers, actors, producers and showrunners. She was manager of acquisitions at Lionsgate Films; **ZINO MACALUSO** joined the Screen Actors Guild in 2001, ultimately being named its National Director/Senior Counsel of Agency Relations. An attorney since 1991, Mr. Macaluso's legal experience has focused primarily on labor law. Additional panelists to be announced.

**1-3 p.m.**

### **HOW TO BECOME A SUCCESSFUL FILM & TELEVISION ACTOR** Presented by Back Stage

In this interactive dynamic workshop, Scott Sedita taps into his 25 years as a talent agent, casting director and acting coach and discusses how to become a successful TV & Film actor. Sedita, author of the best-selling books, *The Eight Characters Of Comedy* and *Scott Sedita's Guide To Making It In Hollywood*, breaks down his Three Steps To Success and shows you how these elements work together to build a successful career. Further, Scott highlights the many obstacles actors face, including Three Steps To Failure, and how to overcome them and stay on the path to success. The seminar will end with Scott's popular no-holds-barred Q&A session. Questions such as, "How To Get An Agent?" "What Happens If My Agent Isn't Sending Me Out?" "I Got My Sag Card, Now What?" will be answered. Sedita says, "With all that's happening in the world today, actors, now more than ever, need to find inspiration in order to ignite their aspirations and jump-start their acting career!" This seminar will motivate and empower you to do just that.

Presenter: **SCOTT SEDITA**, winner of Back Stage Best Acting Teacher 2008 and voted one of the Best Audition Teachers 2009, is a well-respected, highly in-demand acting coach, author and comedy consultant on sitcoms.

**3-5 p.m.**

**NEW MEDIA, NEW OPPORTUNITIES** Presented by SAG New Media Department

While new media has opened wide the doors of opportunity for creators and performers alike, finding success in the space requires a higher level of skill, commitment and understanding of this emerging medium. Join us as we cover how to become a SAG New Media signatory and discuss some of the dos and don'ts of new media production with fellow members and creators who've leveraged new media to tell their stories and have found success along the way.

Moderator: **BRANDON MARTINEZ** heads the New Media Department of the Abrams Artists Agency, talent and literary agency, leading his clients to groundbreaking deals with Sony Online Entertainment, BBC Worldwide, Babelgum.

Panelists: **ANASTASIA ALI** owns and operates HazraH Entertainment with her sister Tatyana. The company's first production, the BET.com web series, *Buppies*, attracted over 5 million viewers, garnered a 2010 NAIMIC nomination and was a Webby Honoree. Currently, Anastasia serves as producer of *Love That Girl!* **MIKE PRASAD** is founder & director of the {M} Consultancy, responsible for some of the most innovative work within social media, branding and new media. Clients have included Microsoft, Toms Shoes, Chrysler. He's founder of the lifestyle community network Big Love Media; **RUTH LIVIER**, was the first writer to join that union via her work in New Media. Her web series *YLSE* ([www.Ylse.net](http://www.Ylse.net)), now in early development for season 3, recently won the IMAGEN Award for Best Internet Program; **TATYANA ALI** is a Broadway-trained actress, singer, producer, activist known for her role as "Ashley Banks" in *The Fresh Prince of Bel Air*. Next year, she stars in TV One's sitcom *Love That Girl!* She executive produced the BET web series *Buppies*.

## **BELLA BRUCK ROOM SCHEDULE**

These events are closed to the public. All participants were chosen through pre-registration on iActor.

**10 a.m.-5 p.m.**

**SPEED CASTING SESSIONS** Presented by Casting Society of American (CSA)

Meet film and television casting directors in one-on-one five minute "speed casting" meetings. Ask for audition advice, get feedback on your headshot and resume, ask anything you've ever wanted to know about what goes on 'behind the scenes.'

Participating CSA casting directors include: **ALYSON SILVERBURG, COLLIN DANIEL, EMILY SCHWEBER, JC CANTU, JOHANNA RAY, JOSEPH MIDDLETON, LINDA PHILLIPS PALO, MATTHEW LESSALL, TAMARA HUNTER, MARK TILLMAN, MONIKA MIKKELSEN, RENE HAYNES, VENUS KANANI**, and additional casting directors to be announced.

## **KATHLEEN FREEMAN ROOM SCHEDULE**

### ***ALL-DAY iACTOR TRAINING***

Let the iActor team help you get yourself into this extraordinary database. Simple, functional, convenient and free, iActor—Screen Actors Guild’s revolutionary online casting directory—is an essential career and production tool. iActor puts SAG members at the fingertips of casting professionals, and is the only online casting directory that exclusively features SAG members and automated Station 12 cast clearance.

Throughout the day, iActor staff and computer terminals will be available for all your iActor needs! Walk-ins are welcome, but to schedule a one-on-one training for the day, please contact Jackie Perez at (323) 549-6894 or [jperez@sag.org](mailto:jperez@sag.org).