



Backgrounder

iActor is the Screen Actors Guild's revolutionary online casting directory featuring exclusively Guild talent and offering casting professionals Station 12 cast clearance directly from www.iactor.org.

The development of iActor represents a powerful collaboration by key members of the Screen Actors Guild including Guild President Alan Rosenberg, National Executive Director Doug Allen, members of the iActor Online Casting Task Force led by National Chair, Robert David Hall and Director of Online Casting, Steven Graham.

Responding to the needs of its 120,000 strong member base for a Guild exclusive member directory that benefits actors and the industry, the iActor development team moved with unprecedented speed to deliver the project from idea inception to beta testing to launch in two years.

iActor is designed as a streamlined production tool offering equal benefits for members as well as industry professionals. iActor offers members the ability to take control of their careers and be seen for work opportunities by SAG-signatory productions 24/7. Free to paid-up members, the directory provides actors a platform to present their talents on the site in up to seven professional resumes and up to ten headshots as well as in sound files and video clips.

For casting directors, iActor is a major industry advancement. By offering online Station 12 clearance to source and directly clear talent, iActor streamlines the casting process resulting in savings to a production's bottom line. The days of clearing talent over the phone and waiting on hold with SAG are over.

The launch of iActor represents a leap of innovation and imagination as the Screen Actors Guild celebrates its 75-year history and its position as a nimble, responsive union meeting the current and future needs of its members and the entertainment industry at large.