

## **iActor Links Casting Agents, SAG Members**

*BY ROB BAKER*

SAG members will soon have a new way to enhance their visibility to casting agents nationwide when the Screen Actors Guild launches its online casting directory, iActor. The service, which promises to include innovative features designed to make it more user-friendly than other online casting services, should be up and running by the spring. Meantime, SAG is encouraging eligible actors to register immediately.

iActor has been in the works for nearly two years – ever since a SAG member task force was formed to explore the idea of creating an online casting service, said Steve Graham, the Guild's Director of Online Casting.

Now near completion, iActor will differ from other online casting services in several ways, Graham said. For one thing, the service is free to users on both ends: there is no charge for actors to obtain a listing, nor for casting agents to search for talent. In addition, he said, it will be the only online casting service composed entirely of SAG members.

"Because the pool of actors in our database is paid-up members, you know that you're dealing with people that are active and in the union, and that sets it apart from people who might be claiming to be SAG or SAG-eligible."

Another aspect of the service that should make it attractive to casting agents is the many ways it will allow them to zero in on actors to use in their productions.

"Casting directors will have the ability to do searches against everything that we have in the database – everything from hair color, to skills and talents, to credits," Graham said.

Once they have located performers in whom they are interested, casting agents will be able to use the site to manage actor resumes.

Casting agents will "be able to save resumes in folders and move those folders around, to annotate and tag them in ways" that they cannot currently do on other sites, Graham said.

"Once you tag resumes, you can manage them in any number of ways. For instance, as a casting director, you might have a production folder with the name of the production, and you might have multiple folders within that for each role. As you go through the resumes and put them into the folders, you may tag ones that you want to audition, or maybe you'd want to follow through the entire process and you'd want to tag the ones that you want to have a callback on," Graham explained.

At the moment, the main goal of those developing the site is to get actors registered so that the database will be large enough to make casting agent searches worthwhile.

"The key for us right now is to get members in there," Graham said. "We really need to get as many SAG members in as possible; the more useful it is for casting directors, the better it is for all of them."

Interested SAG members can upload headshots, resumes, and audio/video clips at [www.sag.org](http://www.sag.org), where narrated tutorials are available to explain the registration process.