https://vimeo.com/451915470/2a92585a0b

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Director of Operations
ReelArc

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Takeaways

- Reelarc helps actors get original scenes made that showcase their brand that helps casting directors understand and see the actor in the medium they're casting for
- Actors Launch Pad, Moodcaster finds readers across the world, ReelArc
- If you audition and book through moodcaster scenes as a co-star for reelarc client scenes, you get the final footage for free
- NYC casts a lot of procedural scenes
- When an actor comes to ReelArc, they have a meeting to brainstorm to what the scenes are and make sure they're on brand. Helpful if you come in with ideas and know what your brand is so that way you get footage you'll use
- LA is on-location, don't have a studio. NYC has it's own studio
- Special projects (multi-locations, multi-page, multi-actors) can be done, but mostly focuses on reels
- Opinion has changed over the years of whether creating your own scenes is acceptable to casting directors instead of a reel being all network. If you create your own work, it needs to be high quality aka something close to what you'd see on TV
- Get a mic that plugs into your phone & use iphone for decent visual
- Create your own work so you have something instead of nothing
- Reelarc casts scene partners & that process reflects real casting processes
- New York, ATL, & LA markets are very different. LA is more competitive.
- People want to see you succeed, not fail
- ReelArc doesn't focus much on commercial reels
- Actors Launch Pad (ALP) has a lot of special skills classes as well as industry networking classes
- Good readers can make or break a scene and/or audition
- People can forgive a bad picture, but they can't forgive bad sound
- Bad chemistry pairings will break a scene
- Know what you need as an actor when choosing a scene partner
- Less than 1% of reelarc scenes are reshot
- Hair and makeup is not included because Reelarc is focused on making you look good, and usually all you need is your day to day hair and makeup. Most people don't use it or need it.
- Right now no HMU is allowed on set because of COVID.
- NYC - Master reel under 2 minutes (meaning it includes comedy & drama)
- LA - Individual clips

- If you separate genres, you should have enough material, but still have a Master Reel
- Jackie has a medical background and is interested in producing large projects, but doesn't have plans to leave ReelArc for a long time
- casting@reelarc.com - send materials here for opportunities to be co-star in scene
- Jackie@reelarc.com
- First meeting to fully produced scene - 30 to 45 days