

October 14, 2020 Notes Malissa Young & Chrissy Marie (Bicoastal Management)

Bicoastal Management has offices in Los Angeles, CA (talent license) and NYC (management only).

Malissa and Chrissy commented on our slates and preferred the blue over green or white backdrop. They also agreed with our age ranges and said that giving a 12 year age range is fair. Bicoastal Management only asks if people are over or under the age of 25. They are not as concerned about actual age, but you must match the age breakdown with your look.

Agent vs Manager

Both Agents and Managers can submit actors for work and both want you booked. However, in CA a Manager cannot close a deal.

Agent – gets you in the door for auditions and negotiates contracts.

Manager – supports the actor with creating a package, giving guidance and finding an agent.

Give them your budget, and they can help you find classes (One on One and Actors Connection are mentioned).

Malissa says right now the industry is very competitive and there are many voids to be filled. She receives a lot of submissions and suggests people new to the industry may have an easier time booking than those who have been at it for a while, unless you have guest star credits and a legit reel. For those in our group who do not have an Agent, she advised looking for an Agent or Manager who is looking for new talent. She emphasized we should all have a business plan and build legit reels. However, when pitching to an Agent or Manager **do not** send 10 MB photos. Please send small size pictures or links, good headshots, an intro email, resume, reel or self-tape you are proud of, news of recent bookings, any connection you may have to the company and/or Casting Directors and research the Agency or Management Company first. Be prepared and Chrissy says to share your Instagram link.

Chrissy now searches for specific looks and suggests that we all should have good headshots and a resume that includes **honest** special skills, language fluency, sports, talent, etc. She urged that when submitting self-tapes we should **follow all directions** (label pictures and videos, slate details, etc) and should we not know how to do something, google it:]

Once in with Casting Directors, they both agreed that they are all rooting for you, so be pleasant and punctual, don't be annoying, follow up with a thank you note or tag the Casting Director in your post on social media. Gratitude goes a long way!

When staying in touch with Agents, Managers or Casting Directors, only reach out when you have relevant news to share, new headshots, a change in representation or a new booking. Check Casting Director's social media sites for castings and make **genuine** comments on their posts. You may stand out and get an audition. Use any and all connections. **Relationships are important!**

During the down time since March, Bicoastal has built up their voiceover business. Malissa suggests getting a good reel with 3 or 4 projects that show your voiceover range. Also, get creative with a home sound studio – use Source Connect and pop filter, have an ISDN line, purchase a professional mic, invest in training or get a professional demo.

Malissa said that she see things coming back with TV, so try to perfect your work before presenting to Casting Directors, Agents or Managers. Things that don't work during auditions are being remembered!

The New York market is now seeing more SAG print work as well as film. If you are not SAG, you can still go for costar roles. In fact, you should apply to all castings that fit you. You may book something other than for what you are auditioning:]