

Mike Dugan Notes  
Actors Think Tank 11/18/20

Background

- Mike Dugan is a Director, writer and producer. Was apart of the Production Raging hormones which can be seen on Youtube for free
- Does a lot of commercial and testimonial work. His work is measured by the amount of sales he can produce from the commercial he produces
- His commercials are about 20-30 seconds in length
- The way a commercial is structured is there is a problem, than a solution is implemented, next the solution is shown how it solves that problem and than an offer
- Mike writes the scripts and than visualizes how it should be so he gets it right
- Talent is a big a big factor in whether the commercial is believable or not
- Mike likes to use the same talent hes used before. The reason is he can depend on them to follow through
- Good talent can visualize what they want to do, know their lines, be on time and have a good attitude over and over again
- He likes talent than can just come in and chill when everything else is going crazy
- Knowing teleprompter is key as well as knowing how to be comfortable in front of the camera
- Likes to use the word talent since it is not gender specific
- The look is very important when casting for his projects.
- Being able to adlib and make up a story is very key as well for talent to know how to do
- A Lot of the reason why people arent cast is because of looks
- The main goal for him is to sell screenplays and make movies. Commercials are a great way to make a living while pursuing film
- It's good for talent to get to set early since there is a short amount of time to shoot
- Mike uses a lot of the same agents when he needs talent or extras such as NY Casting for Extras

Covid recommendations

- Each state is different with procedures
- Follow the standard CVC. Pack your own food