
The Official Newsletter of the Marcus Institute of Commercial Modeling



AARON
MARCUS

I always tell people how when you are working, you never know what can happen. That is why I really don't believe in luck. People put themselves in good situations for good things to happen.

You will read in my interview with David Smith, a very nice man from the Hamilton, Ontario area, how by doing a small independent film, he wound up getting cast in a film that was written by Steven King.

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Working On a Steven King Project

Interview With Dave Smith

Dave, you are fairly new to acting. When exactly did you get started?

Actually, being a broadcaster for over forty years and a musician before that, it's something I've always done in some form or another. I studied privately for about fifteen years with a lady from the British stage named Berniece Johnston. She had me doing everything...improv, poetry, comedy, mime Shakespeare - even dramatic readings of psalm twenty-nine.

What is your day-time job?

I do some volunteering while actively seeking out other opportunities.

How did you get connected with a Steven King project?

I'll give you the edited version of what is a long story. A young director, producer, writer named Christopher Harrsion was a school mate and friend of my oldest son. Chris had written a story for a film he called "Why Girls." My son, C.A., played one of the leads along with Dominic Zamprogna, who now plays Dante on ABC's "General Hospital." They were looking for someone to play the part of a psychiatrist and it was suggested they call me. Both my scenes - one at the beginning and one at the end of the film - were with Dominic. I also narrated some

background for the film too. That was about eight years ago. Christopher Harrision said at that time he would like to make a film of one of Stephen King's stories - and that he would like me to be in it. Fast forward a few years to Christopher and a partner, Phil Pattison, forming Nictophobia Films. Chris had sent his reel, including "Why Girls", to Stephen King who responded by giving him non-exclusive rights - for a dollar - to do a film version of his short story "The Man Who Loved Flowers". It was filmed in September of 2009.

What was it like working on this project?

Wonderful experience, I got to work with a great team of professionals - and had a heck of a lot of fun!

What character did you play?

I played the Flower Vendor who sells flowers every day and talks to this handsome guy not knowing he's the notorious hammer murderer.

Was the film shot in the Toronto area?

It was shot just a short distance west of Toronto in the older north end neighborhood of Hamilton, Ontario. By the way, the film just won an award at the Hamilton Film & Music Festival and it's entered in the World Film Festival. The producers have applied for entry in the Toronto Film Festival and other festivals, so fingers are crossed! It's pretty exciting.

What type of acting or modeling work have you done?

Just about everything over the years I suppose. My broadcasting career afforded me many

opportunities to do TV and radio commercials, community and corporate representation, film narration, print ads, fashion shows, play-by-play and color commentary for hockey on radio and TV. My morning and afternoon radio shows featured sketches with regular characters. So, the passion has always been there.

Any suggestions for other actors and models, who decide to enter the industry, especially if they have another line of work?

First of all, you've got to love it! The obvious advice is to keep learning and practicing what you do and using it whenever you get an opportunity. Just remember there will be rejection. But you cannot take it personally. It's just a fact of life that sometimes you're a bug, sometimes your a windshield.

I want to thank David for this incredible interview. It also shows that you never know what can happen in this business.

SUBMIT YOUR STORY

If you have an interesting idea or experience that you think others would enjoy reading, please mail or e-mail it to me. Perhaps I can publish it in the next edition of the Tear Sheet.

ASK AARON:

If you have any acting or modeling questions, feel free to visit my blog page <http://howtomodel.com/blog.html>

You can read other blogs or start a new one with your question. I always place the questions that will be most beneficial to my subscribers in the newsletter. Your name will be deleted if requested.

From Marcia, SC:

I'm a professional model and working in S.C. Do you know of any NY agencies who will work with out-of-town models, and how can I find these agencies?

Dear Marcia:

It is really tough working with NY agents when you live so far away. I am not saying it can't be done, but the reality is that you will not be able to attend many go-sees. Clients rarely hire out of town models from their photos and fly them in for a job.

You will receive over 200 agents (agents from each state in the U.S.) if you purchase my book and newsletter from HowToModel.com. Another bonus from purchasing my book from my site will be receiving a free copy of the National Directory of SAG and AFTRA Offices. You can find over 600 great agents by using this directory.

If you are still interested in getting names of NY agents, you can purchase a copy of the *Call Sheet Magazine* –

<http://www.actorpoint.com/acting-articles/rossreports.html>. It lists all of the agents you would be interested in for both NY and LA.

From Loni, NY:

How hard is it to get many bookings for someone who is only 5'4"? I have signed with a local agency and will work in their freelance division. Many agencies have told me that they don't take anyone under 5'8" or 5'9".

Dear Loni:

In the fashion world you do have to be between 5'9"-6' tall. However, in the commercial modeling world, you are fine.

From Fran, NY:

I want to be an actor and was told that modeling could give me the exposure I need to reach my goal. Is this true?

Dear Fran:

If you are a super model, or have some incredibly huge ad campaigns happening, then the exposure you get from modeling definitely could help. I would also pursue commercial modeling because it is a lot of fun and you get to utilize your acting skills. Earning up to \$250./hour is also very nice.

From Alice, TN:

I am thinking about moving to Los Angeles. Should I try and get my SAG card before moving there?

Dear Alice:

If you can, it would be much better for you to get your SAG card before moving to L.A. It will be a lot easier finding an agent if you already are a union member.

There are three ways of getting your card. I go into all the details in my book, *How to Become a Successful Commercial Model*. One of them is just a matter of working three days as an extra on a SAG project. You just need the casting director to hire you as someone interested in joining SAG. You will earn SAG wages for those days.

Before moving to L.A., you might want to read *Acting is Everything* (<http://www.actingeverything.com/>). It has great information about the LA market.

From Erin, PA:

An agent just called me for a job. The only problem is that she has a bad reputation for not paying her models. Would it be alright if I had the money sent directly to me and then cut my agent the 20% commission?

Dear Erin:

That is a good idea, but I am not sure if the companies will go for it. You might ask your agent, photographer or the people at the ad agency if you can have the check sent directly to you.

If you think the other people involved are legit, you can even tell your agent that you will be

sending the commission fee before you get paid for the job, and have the check sent directly to you.

From Jerry, LA:

I recently lost 20 pounds. Do you think I need to create new photos?

Dear Jerry:

Yes, you absolutely need new photos. Sometimes you will be booked directly from your photos. I once saw a model get fired from the set because she did not look anything like her photos. Your pictures must match the way you currently look.

From Nancy, PA:

I have done some modeling at a mall. Can I put this on my resume?

Dear Nancy:

Actually, models don't use a resume. Generally, people don't care how many or few jobs you have had as a model. They primarily need to see if you have the look or can create the look that is needed for the project.

If you are asking about an acting resume, then I definitely would not have anything that deals with modeling as a credit. People still think that models can't act, so on your acting resume, I would only list jobs that deal with acting.

From Carol, NC:

I am interested in trying to model for the catalogs of companies such as Sears, Penneys etc.. Any suggestions on how I can do that?

Dear Carol:

It is always best to work with an agent who gets the phone calls about catalog bookings. If you don't know which agents to contact, why don't

you try calling the corporate office. Ask them who decides which models get cast in the publication. Then ask that person which agents get called when models are being cast for future catalog work. Then contact the agent or agents, and see if they will represent you.

From Gary, GA:

How do you get to work with so many agents in other markets? Also, if you have an exclusive contract can you still work with agents in other areas?

Dear Gary:

In order to get out of town representation, you must have a great head shot and or composite sheet and be willing to travel, even at the last minute. When I attend go-see's in New York, it can take me between 8-9 hours roundtrip. And, I might only be in New York for ten minutes. Those are long days, but agents will only work with you if you are willing to attend go-sees and auditions.

You have to read your exclusive contract very carefully to see if you are only exclusive with your agent for bookings in your area, or exclusive everywhere.

WHAT HAVE YOU BEEN DOING?

Let all *Tear Sheet* readers know what you have been doing. Send me information about any auditions, go-sees, classes and jobs you have recently had. You can e-mail them to me at: aaron@howtomodel.com

To be listed in the next issue, send me your information no later than September 1, 2010

Go See: Pharmaceutical

Agent: Reinhard Model & Talent
2021 Arch Street # 400
Philadelphia, PA 19103

Photographer: Jeff Sacks Photography
600 N. Main Street
Sellersville, PA 18960
Audition: Feature Film

Agent: Docherty
109 Market Street
Pittsburgh, PA 15222

Casting Dir.: Donna Belajac
109 Market Street
Pittsburgh, PA 15222

Go-See: Pharmaceutical

Agent: FFT
381 Park Ave. South # 821
NY, NY 10016

Casting Dir: Donna Grossman
12 West 27th Street #10
NY, NY 10001

Audition: Low Budget Feature

Casting: Mike Lemon
413 N. 7th St. #602
Philadelphia, PA 19123

Audition: TV commercial (Political)

Agent: Docherty
109 Market Street
Pittsburgh, PA 15222

Casting Dir.: Nancy Mosser
239 4th Ave. Suite 1217
Pittsburgh, PA 15222

Audition: TV commercial (OH Lottery)

Agent: Docherty
109 Market Street
Pittsburgh, PA 15222

Casting Dir.: Donna Belajac
109 Market Street
Pittsburgh, PA 15222

I WANT TO GIVE YOU FREE PUBLICITY

As my way of helping those who have purchased my book, newsletter or attended my workshop, I will post your tear sheet (copy of your ad) or head shot on my web site – **absolutely free**. Just E-mail your photo to: aaron@howtomodel.com, and include your job, theater performance, go-see, audition, or agent signing. You can see other Success Stories at: <http://howtomodel.com/component/k2/itemlist/category/7-success-stories.html>

HELPFUL WEB SITES:

Site to find advertising agencies
<http://www.americanadagencies.com/>

Auditions and Info for the South
<http://excoboard.com/thesoutherncastingcall>

Free Listing of Acting/Modeling Jobs/Auditions
<http://www.howtomodel.com/bb/>

Acting Information for Cincinnati and KT
<http://cinstages.com/>

Independent Films
<http://www.filmindependent.org/>

Acting site for actors in Florida
<http://www.actorsinfobooth.com>

Pod Cast for Screen Acting
<http://www.secretsofscreenacting.com>

YOUR PHOTO EVALUATED

(By David Blecman)



Let me first start out by saying that this is a beautiful young woman with a great smile, bright, warm, inviting eyes, and nice teeth. I was able to detect all of this in roughly two seconds. That in itself makes this the start of a successful head shot.

You can see that the photographer used two light sources; one high and one low. You can tell by the catch lights in the models eyes, which are those two bright spots at the top and bottom of her eyes. Catch lights open up the eyes and make them warm and inviting and full of life. Without them, the eyes would appear cold and lifeless.

Do you notice that the model's right shoulder is slightly closer to the camera than her left? That adds dimension to the images and makes her look less stagnant and "flat." Can you also see that her left shoulder is lower than her right? Again, this adds some dimension to the image. Two very good elements that the photographer incorporated in this image. Three if you count the catch lights.

The face is shadow-less because the lighting was even, thus keeping the features of her face small and compact. Shadows on the face could make your nose look larger for instance, or make your eye sockets look deeper. The nice even lighting keeps her clean and beautiful.

So what am I not crazy about? Lets start at the bottom. The hand, cut off at the wrist, is usually one thing photographers need to avoid. Either include the hand or don't, but don't cut it off at the wrist. The tee shirt and sweater doesn't thrill me either. The sweater actually looks huge on her, and the white shirt underneath is a bit sloppy. It's not a deal breaker, but I would have gone with something a bit more "fitting" for her.

The hair is a bit sloppy here and there, and the photographer needed to be a little bit more attentive to the stray hairs, but again, it's not a deal breaker. It might be a bit nit-picking, but that's what I am here to do; point out the good and not so good.

Does the image work? Yes! Does the subject look warm and inviting and friendly? Yes! Would I consider this a successful head shot? You bet!

David Blecman is a professional celebrity and commercial photographer residing in Woodstock, MD. His website is www.posneg.com, and he can be contacted directly at 410-465-8585 or at dbphotostudio@gmail.com. I would like to thank David for his wonderful ideas and information.

