



THE BSTA GUIDEBOOK

GETTING STARTED as a **BSTA**

(a member of the **Berman/Sacks Talent Agency LLC's Roster**)

PAPERWORK

We **need these items emailed** to us in pdf format to bookme@bermansacks.com. [YOU MAY INSTEAD MAIL PAPERWORK, DROP OFF WITH OUR RECEPTIONIST IN A SEALED ENVELOPE ADDRESSED TO BERMAN/SACKS TALENT AGENCY LLC, DROP OFF AT A MEETING WITH US, OR EMAIL WITHOUT SOCIAL SECURITY NUMBER FILLED OUT AND CALL WITH SSN, IF YOU PREFER. SUBMISSIONS OF YOU WILL NOT BEGIN UNTIL PAPERWORK IS RECEIVED BY US]:

1) a filled out "**BSTA Check Authorization**" from you, emailed to us in pdf format. This document is provided to you from a link on our website (do not send us a voided blank check. You share no banking information with us)

2) **Proof you are authorized to work in the U.S.** with documentation acceptable for an I9 Tax form: Examples: **Passport OR driver's license and SSN Card.**

a) These may also be taken with photos with your phone and emailed

3) **If also requested by us, Completed Docu Signed SAG-AFTRA contracts** completed by you online pursuant to emails sent to you by our office.

a) If you are under contract with us for Commercials, please note: Unless we contact you for renewal, **your online accounts will be removed by us upon expiration of your contracts with no further notification to you.** Please keep track of your annual expiration dates.

4) **Proof of your SAG-AFTRA Union Membership or Proof you are SAG-AFTRA eligible** (copy of correspondence from the Union for example)

TO DO'S

1) Open a **Quick Pay/Zelle direct deposit** account which is a free service at chase.com/quickpay If you do not bank at Chase, your bank may already be set up for direct deposit via email or go to <https://www.clearxchange.com/login> and set up an account there. Some banks that participate in clearxchange/quick pay/zelle are Bank of America, Capital One P2P Payments, Chase QuickPaySM, FirstBank Person to Person Transfers, Frost Send Money, U.S. Bank Send Money, and Wells Fargo SurePaySM. If you already have this set up for your personal account before you joined our roster,

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you are already done and only need to give us the email you use with this account. If you have any trouble opening this FREE account, email Agent Lisa Berman. You do not share any financial information with us. You cannot use this service to send funds out of the U.S. Once this account is set up. PROMPTLY email Agent Lisa Berman **and state the email you have set up to use for your Quick Pay direct deposit account.** Jot down your username and password so you will not have any delays when it is time for you to send us commissions or collect funds through your **bookings** (getting hired on acting jobs) with us. We provide you with a pdf of your paystubs via email whenever we send you funds via direct deposit.

2)LACASTING: [YOU DO NOT PAY FOR THIS ACCOUNT WHEN YOU OPEN ONE FOR YOUR AGENT'S USE. DO NOT PAY A REGISTRATION FEE. ACCOUNTS FOR USE WITH AGENTS ARE FREE OF MONTHLY FEES. YOU ONLY PAY TO ADD UP PHOTOS AFTER YOUR FIRST FREE PHOTO. CONTACT LISA BERMAN FOR OUR AGENCY CODE IF YOU DO NOT ALREADY HAVE AN LACASTING ACCOUNT TO MOVE OVER TO OUR USE, OR LACASTING IS ASKING YOU FOR A REGISTRATION FEE.]

a) **YOU MUST HAVE UP ONLINE ON THIS SITE AT LEAST 5 recent photos** (photos that look like you look today) up on this site, in a variety of outfits, for you to be submitted on this Roster. These photos must contain the following (you may combine many of these looks into one shot). We need up on lacasting for our use, one photo:

1. showing your full smile
2. showing your hands, nails side out with no color polish, and showing your forearms with no sleeves covering your skin (tattoo sleeves okay just not clothing)
3. Something in glasses without any glare
4. Something in office attire (men must SHOOT a suit with jacket and tie)
5. A body shot in form fitting clothing

You will not be submitted until you have these 5 looks up online on this site.

b) IF YOU ALREADY HAVE AN ACCCOUNT: Send a change of agency email to change@castingnetworks.com asking them to add Berman/Sacks Talent Agency LLC as your agency online.

1. **You cannot do this without sending this email.** Merely typing representation information into your profile will not give us access to your account.
2. **You get to add up one free photo on this account (\$25 value) within 30 days of joining our roster.** Select a photo look from 2(a) that you do not already have up online on lacasting to be your free photo.

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Email your selected free photo to lacasting's photo department to get it uploaded for free.

3. If you do not have a lacasting account, email Agent Lisa Berman and ask her for her agency code so you can open a free account yourself.
 - i. It is free to have an lacasting account when you have an agent so you can cancel any payment you may be currently making to have your own account
 - ii. You only pay for the photos you add up after the one free photo described below in provision c)
 - iii. You can pay a monthly media fee to lacasting to add your demos and skill clips (see lacasting.com for details)
 - iv. You can pay a monthly fee to lacasting if you wish to also self-submit
 - v. You can only have one Agent/Manager on your account. If you already have a Manager/Agent on an existing account which you are keeping for an area we do not represent you in, you must open a separate account. This separate account IS STILL FREE. CONTACT AGENT LISA BERMAN FOR HER AGENCY CODE. DO NOT PAY A REGISTRATION FEE FOR THIS ADDITIONAL ACCOUNT. Lacasting might charge you a \$10 fee per photo to copy over existing photos for additional accounts if you are keeping an account open for another Manager/Agent.
- b) Add and always **update** your **resume** online
- c) Add ALL your **accurate** sizes (wardrobe uses this site to create your clothing so you want it to fit)
 1. MEN – if you do not know your suit and sleeve and neck sizes, go to a suit store and get measured.
- f) Add your skills. If you are very good at something, say you are an **Expert** as only Expert level gets the majority of auditions.
- g) **Book out** on your lacasting calendar for any occasional full days (including weekends and holidays) that you are not available between 9-5 to audition or shoot.
 1. HOW TO BOOK OUT ON YOUR LACASTING CALENDAR. Your calendar on lacasting is on your home page after you sign in: Click on Home and the 2d tab that drops down is your calendar. Click on red dots to book out

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the day and click on white dots to clear an otherwise booked out day if your schedule changes

- h) Replace retouched photos for those already paid for up online for free by asking lacasting. Must be exactly the same photo already paid for but just retouched to qualify
- i) Swap out your main shot used online on lacasting for free with another photo already up online there by asking lacasting. Casting loves to see new main shot photos so be sure to swap it out every three months to help kick start auditions.
- j) Confirm promptly to your Alerts and always within one hour of notification. Timeframes, if any, will be provided to you with your alert. If you see no timeframe, that means there are none and you need to attend at the time casting has given you. If you are declining, do so promptly online and provide a note explanation to us so we can inform casting your reason for declining their offer to meet with you. Casting REQUIRES that we explain to them why any talent declines an audition.
 - a. You are always speaking with Berman/Sacks Talent Agency LLC in notes on lacasting. Their software will not allow you to speak directly to casting when we have sent you the audition. If you leave a note there, it will be seen only by us. If you have confirmed online and later change your mind and wish to decline, please do so with a note to us so we can explain to casting. EVEN IF YOU HAVE DECIDED AT THE LAST MINUTE NOT TO ATTEND AN AUDITION HAPPENING THAT SAME DAY THAT YOU PREVIOUSLY CONFIRMED, please decline and leave a note as we have to inform casting your reason for last minute cancellation. Otherwise, they will be waiting for you/expecting you. Casting will ask us to release talent from our roster who are "no shows" and who did not decline with us online. Do not inconvenience casting!!
- k) Your sides (dialogue) will be attached to your alerts, if any are being provided online early to you. The majority of commercials provide sides only at the audition site. Send us a note if you do not see sides but feel sides should be provided for this specific audition based on description of role (for example, "has lots of dialogue" or "needs an accent" or "no accent" or "must be fluent" in a language or spokesperson types of roles may have sides available)

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- l) Take new photos every six months or every year, and add up on lacasting and castingfrontier.

3)CASTING FRONTIER:

- a) **YOU MUST HAVE UP ONLINE ON THIS SITE AT LEAST 5 recent photos.**

If you have an account: Pick our agency from the drop down menu for representation. If you do not see our agency, you are in the wrong region - contact castingfrontier.com directly.

b) If you do not yet have a castingfrontier account, email Agent Lisa Berman and ask that she please open one for you.

- 1 To first open your account, add one free photo to castingfrontier by uploading from your computer. You only get one uploaded photo without being charged an additional fee.
 - a. **To remain on our roster, you must maintain at least the 5 photo subscription on this site in the assortment of photos you are also using on lacasting** (See provision 2) a) above). This allows you to freely swap out any photos you wish at anytime without further per photo charges, and allows you to upload your voiceover demo. We will stop submitting you whenever you allow your account to lapse so please stay up to date on your account.
- 2 Add and always **update** your **resume** online
- 3 Add ALL your **accurate** sizes (wardrobe uses this site to create your clothing so you want it to fit)
 - i. MEN - if you do not know your suit and sleeve and neck sizes, go to a suit store and get measured.
- 4 Add your skills. If you are very good at something, say you are an **Expert** as only Expert level gets the majority of auditions.
- 5 **Book out** on your B BOOKOUT BUTTON for any occasional full days (including weekends and holidays) that you are not available between 9-5 to audition or shoot.
 - a. **CASTING FRONTIER B BUTTON: How to find your "BOOK OUT" button:** Sign in to your castingfrontier account, click on "Edit Profile" on the right column second choice down underneath

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"Confirm Times;" click on BOOK OUTS which is the last header to the right of the screen; Add description of your BOOK OUT if you want us to know you'll be out of town, or in town so easy to attend a booking or callback, etc. Select the End Date as the last day you are still not available.

- 6 Write down your **ID number** for your castingfrontier account and take with you to ALL your commercial/print auditions. This ID number is entered into a computer at most Casting Offices so they can access your photos and resume and profiles online on castingfrontier as they consider whether they wish to hire you.
 - a. Your ID number is found above the bar code on your profile page under "departments." If you cannot find your ID number, contact castingfrontier.
 - b. You may also print out the bar code as well and scan your ID number at the casting sites instead of typing in your ID number.
- 7 **Demos:** Add up a free voiceover demo which comes with the 5 photo subscription. Add up a free acting demo if you subscribe to a larger subscription.
- 8 Confirm promptly to your Alerts and always within one hour of notification. Timeframes, if any, will be provided to you with your alert. If you see no timeframe, that means there are none and you need to attend at the time casting has given you
- 9 Your sides (dialogue) will be attached to your alerts, if any are being provided online early to you. The majority of commercials provide sides only at the audition site.
- 10 If you are declining, do so online and provide a note explanation to us so we can inform casting your reason for declining their offer to meet with you

4)IMDB.pro account. If you would like and if you have any credits up on imdb.com, add yourself up on imdb.pro as a client of Berman / Sacks Talent Agency, under Lisa Berman, Talent Agent - Commercials.

- a) If you have trouble adding yourself up online on imdb.pro, email Agent Lisa Berman and ask that she please add you to her roster on imdb.



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b) Create a **vanity URL** for a link to your imdb pro page to be "imdb.me/[your name]." How to create a vanity URL: GO TO MY PAGE, RESUME, VANITY URL AND NAME YOUR URL AND PUBLISH IT.

c) SAG-AFTRA gives a 30% discount PROMO code to its members for joining imdb.pro. Contact them for the promo code.

5) Add our contact information to your resume: Berman/Sacks Talent Agency LLC, (818) 333-5130, bookme@bermansacks.com. If you would like to add our logo to your resume, right click on our profile photo on our private website page and save it as a jpeg.

6) You may call our receptionists or leave a message at the office *anytime* and we will try to return your call the next business day (unless the office is closed for the holidays). You may **email** us at bookme@bermansacks.com. YOU MAY MAKE AN APPOINTMENT TO MEET WITH US IN PERSON IN OUR BURBANK OFFICE FROM A LINK ON OUR PRIVATE WEBSITE PAGE.

a) NO TEXTS ARE ALLOWED TO AGENT LISA BERMAN'S CELL PHONE CASTING LINE BY TALENT. THIS IS A SEPARATE CELL PHONE ONLY TO BE USED BY CASTING. YOUR EMERGENCIES ARE NOT OUR EMERGENCIES. YOU SHOULD NOT BE TEXTING AND DRIVING. IF YOU ARE LATE, JUST BE LATE. WE WILL CONTACT YOU IF CASTING IS LOOKING FOR YOU.

7) MISCELLANEOUS:

A) We rarely **announce bookings** because of privacy issues and NDAs (NonDisclosure Agreements). If we do announce, it will be vague and done on our Facebook National Page.

B) **You may drop off anything** at the office receptionist desk anytime during office hours. We do not validate. Free parking on streets.

C) We are extremely busy getting talent auditions and negotiating their bookings. **We do not like to chat via email.** No need to inform us of workshops you take. We only need to know whether you are attending your auditions.

D) **NO TIME CHANGES:** We do not normally seek time changes on this roster.

1) READ YOUR ENTIRE ALERTS prior to contacting us with questions. Often all the information is in your ALERT but you have not bothered to read it carefully or not bothered to read it from a computer rather than your phone which does not show all information sent.

2) If you receive an audition invitation for a day that you have booked out or the project is shooting on a day you are booked out and you will not



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change your plans, please decline the audition online with an explanation and we will explain to casting.

E) **Notify us** if you are arrested or ever convicted of a DUI. This affects your ability to do certain projects & work out of the country.

F) **Take a photo with your phone and email us a pdf copy of the contracts** you signed of any pages that mention your salary and any conflicts (other products you cannot advertise for while this commercial airs). We also need the page that mentions the name of the producer (in a Union Contract this is usually the first page). If you are working over 8 hours in a day after meal breaks, please also take a photo after you have signed it of the **sign in and sign out sheet** at the end of your day so we have proof of your overtime owed.

G) **We charge a commission** of the Union commissionable amount for projects that fall under Union Jurisdiction, which is 10% of gross (amount prior to taxes and fees deducted) on commissionable items as set forth under SAG-AFTRA guidelines. We charge a commission of 20% of gross for Print projects. If you collect payment directly, our commission, if any, is due immediately upon receipt. Email Agent Lisa Berman with a copy of your paystub and she will tell you what is owed to us, if anything. You may also contact SAG-AFTRA to determine amounts owed to us, if any, for Union projects.

H) We follow all SAG-AFTRA and AEA guidelines and CA state licensing rules. Talent Agent Lisa Berman, **Berman/Sacks Talent Agency LLC, is Union Franchised** and licensed and bonded in the State of California.

I) **Lisa Berman and/or Berman/Sacks Talent Agency LLC are never your employer.**

J) **VOICEOVERS:** Please save your mp3 files as: Lastname,Firstname_Project. Initial caps only, no spaces. Please convert your files to mp3 prior to sending to us. You will be given the project name in your audition email.

K) **Fees for payment collection are responsibility of Talent:** If producers provide us payment for you via direct pay, ACH, paypal or other method instead of checks, any associated cost not covered by producer is the responsibility of talent. To date, associated fees may include, but are not limited to, \$15 ACH charge for wire transfers from a nonChase bank, bank charge for international wire transfers, paypal associated fees, bank stop payment check charges, etc. These fees, if any, will be broken down in the email we send you, along with a



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pdf copy of your paystub, if any, and amount of your payment(s) received/direct deposited to you, and our amount of commission, if any.

L) We periodically change our private website page link to avoid non BSTAs from having access to our Discounts and the Exclusive Advice listed there. If you ever find you can no longer access our page, email Agent Lisa Berman for the current link.