



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

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

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

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 with 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 Zelle. See, www.zellepay.com for more details. If you already have this set up for your personal account before you joined our roster, 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 with Zelle direct deposit account.** Jot down your username and password so you will not have any delays when it is time for

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you to send us commissions or collect funds through your **bookings** (getting hired on acting jobs) with us. We provide you with a pdf via email of your paystubs whenever we send you funds via direct deposit. We will copy your Managers on the payment emails but we never send funds directly to Managers. You are responsible to pay your Managers.

2) LACASTING:

a) **YOU MUST HAVE UP ONLINE ON THIS SITE AT LEAST 5 photos** (photos that look like you look today) **taken within the past year**, 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 and teeth
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 (many take the lenses out)
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. Email your selected free photo to lacasting's photo department to get it uploaded for free.
- c) 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. Fill out all information online at lacasting.com to open your new account.
- d) It is free to have a lacasting account when you have an agent so you can cancel any payment you may be currently making to have your own account

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- i. You only pay for the photos you add up after the one free photo described below in provision c)
 - ii. You can pay a monthly media fee to lacasting to add your demos and skill clips (see lacasting.com for details)
 - iii. You can pay a monthly fee to lacasting if you wish to also self-submit.
 - iv. For LACasting, you need a separate account for our agency and a separate one for your manager. **This separate account IS STILL FREE but you'll have to pay to copy over photos from one account to the other (at a discounted rate). First photo is still free.**
- e) **Update** your **resume** online
- f) Add ALL your **accurate** sizes (wardrobe uses this site to create your clothing so you want it to fit)
- a. MEN – if you do not know your suit and sleeve and neck sizes, go to a suit store and get measured.
- g) Add your skills. If you are very good at something, say you are an **Expert** as only Expert level gets the majority of auditions.
- h) **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.
- i) **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 the day and click on white dots to clear an otherwise booked out day if your schedule changes
- j) 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
- k) 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 restart auditions.
- l) **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 no timeframes and you must attend at the time casting has given you.** If you are declining, do so promptly online and

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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 their audition.

- a. You are always speaking with Berman/Sacks Talent Agency LLC in notes on lacasting. The lacasting software does 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 your reason 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 so do not inconvenience casting!!
- m) 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. Contact us via email if you do not see sides but feel sides might be provided ahead of time for this specific audition based on description of role (for example, "has lots of dialogue," "must have an accent" or "no accent" or "must be fluent" in a language or spokesperson types of roles) as they may have sides available somewhere and we can help you track them down.
- n) Take new photos every six months to one year, and add up on lacasting and castingfrontier.
- o) **DO NOT CONTACT US TELLING US TO SUBMIT YOU TO A SPECIFIC PROJECT. INSTEAD, SELF SUBMIT.**

3)CASTING FRONTIER:

a) Pick our agency from the dropdown 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.



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- c) 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.
- d) With **the larger subscription, this site** allows you to freely swap out any photos you wish at any time without further per photo charges if you have at least the 5 photo subscription and the subscription allows you to upload your voiceover demo.
- e) Add and always **update** your **resume** online
- f) 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.
- g) Add your skills. If you are very good at something, say you are an **Expert** as only Expert level gets the majority of auditions.
- h) **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 "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.
- i) 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 us or 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.



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- j) **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.
- k) 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**
- l) 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.
- m) 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
- n) **DO NOT CONTACT US TELLING US TO SUBMIT YOU TO A SPECIFIC PROJECT. INSTEAD, SELF SUBMIT.** We do not allow you to tell us what projects to submit you on. Feel free to self-submit on any project you feel the need to do so. If you get an audition directly for an area we represent you, please email us the details and sign in at your audition as a BSTA.

4)IMDB.pro account. 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.
- 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.



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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: www.bermansacks.com/meeting.

a) YOU MAY NOT CALL OR TEXT LISA BERMAN'S PERSONAL CELL PHONE. 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. YOU CAN CALL THE OFFICE AND LEAVE A MESSAGE AT ANYTIME AND YOU MAY EMAIL AT ANYTIME.

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) **AVOID ASKING FOR TIME CHANGES:** We do not normally seek time changes on this roster.

1) READ YOUR ENTIRE ALERTS prior to contacting us with questions.

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 cannot change your plans, please decline the audition online with an explanation and we will explain to casting and decline you.

D) **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.

E) **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.

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- F) **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.
- G) 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.
- H) **Lisa Berman and/or Berman/Sacks Talent Agency LLC are never your employer.**
- I) **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.
- J) **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 wire transfer charge 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 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.
- K) **PROBATIONARY PERIODS:** The Union provides a three month probationary period for all talent to start booking on a Roster. Therefore, those who are not booking within three months of working with us are subject to removal from any Roster. Other reasons talent might be removed from a roster include but are not limited to, ignoring Agency's policies (such as those listed here in THE BSTA GUIDEBOOK), failing to book out and yet still turning down auditions/bookings, failure to timely confirm or decline within the hour of notification of any auditions/avail or booking, a Casting request to remove someone from our roster, unprofessional conduct by a talent, failure to timely pay commissions owed to us or to your manager, refusal/excuses against updating photos online that are ineffective and older than one year, failure to provide professional looking photos up online on all sites, failure to accept auditions at the times given by casting and constantly asking for time changes, photos up online that are not in a variety of wardrobe looks as listed in THE BSTA GUIDEBOOK.

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L) **ENDING REPRESENTATION:** At the end of one year on this roster your materials will be removed from all sites we use for you, unless we notify you of our interest in offering you a renewal.

M) **FINDING SUCCESS ON THIS ROSTER:** We work with professionals who attend their auditions at the times set by casting or book out prior by themselves online as described in this GUIDEBOOK, those who confirm their auditions/avails promptly within the hour of notification, and those who behave professionally at all times with us and Casting. Those who find the best success on our roster are those who attend their auditions at the time set by casting, book those auditions or get callbacks for the majority of their auditions and those who do not text Agent Lisa Berman on her personal cell, and those who do not make excuses but simply take positive action towards moving their careers forward and booking acting work in Los Angeles.

N) **MEETINGS:** You can schedule a meeting by using the online scheduler found at bermansacks.com/meeting or request a telephone meeting via email or leaving a message at the office.

O) **SELF-SUBMISSIONS:** You may self-submit for any project. If you get the audition directly for something in an area we represent you on, let us know via email and sign in as a BSTA. We do not handle background work on commercials. We do handle upgrades from background work to On Camera Principals (OCP)

P) **DIRECT CONTACT BY CASTING WITH AN OFFER:** When casting contacts you directly with an offer for a project in an area we represent you for, ask them to contact us or let us know and we will contact them. Allow us to negotiate all your offers so we can attempt to get you the highest salary.