

Newsletter

****CHECK OUT OUR NEW WEBSITE****

APRIL 2008

PRACTICE MAKES PERFECT

In order to be the most successful in life you have to be educated. The staff at Images & Powers is always learning more about the business and what makes success stories.

One of our favorite television shows is "Inside the Actors Studio" on BRAVO. It is hosted by James Lipton, Dean Emeritus of the Actors



Studio Drama School, and provides in-depth interviews with actors, directors, writers, and other artists, some of whom are members of the Studio. These popular actors thoroughly explain the preparation and training

involved in each role they portray. Guests on "Inside the Actors Studio" include Johnny Depp, Cameron Diaz, Robert De Niro, Steven Spielberg, Meryl Streep and Julia Roberts, just to name a few. What we find most intriguing is that each one of these incredible actors continue to train to perfect their craft for each role they take on. Even though most of them have been awarded the Oscar, they still realize that they must continue to learn and experience each character as if it was the first time.

Many successful actors use "Method Acting". Method acting is an acting technique in which actors try to replicate real life emotional conditions under which the character operates, in an effort to create a life-like, realistic performance. This is contrasted with a more abstracted, less involved style of acting in which the actor himself or herself remains an outside observer of the character he or she is portraying. "The Method" in method acting typically refers to the generic practice of actors drawing on their own emotions, memories, and experiences to influence their portrayals of characters.

As actors, we should take every role and audition seriously. Be sure to break down your script and understand what the writer is trying to communicate. Then it is the complicated job of the actor to bring it to life and create a believable character.

HOLLYWOOD COMES TO TOWN!!!

JRP St. Louis is your Hollywood connection. We have been busy bringing in industry professionals to meet our outstanding talent.

On April 19-20th, Patrick Baca, C.S. A. (Casting Society of America), will be coming to St. Louis. Patrick's casting credits include feature films, movies of the week, network pilots, and series. Don't miss out on an opportunity to meet this industry professional. Invitations will be emailed to you with audition information if you meet his criteria.

On June 14th, Philip Marcus of Kazarian, Spencer & Assoc., Inc. (KSA), will be scouting our local talent. Some of Philip's clients have appeared in "Transformers," "Bratz the Movie," "Beowulf," "Walk Hard," "iCarly," "One Tree Hill," and "Happy Feet". We are so honored to have a powerhouse in the entertainment industry like Phillip Marcus here in St. Louis. Invitations will be emailed to you with audition information if you meet his criteria.

i
M
A
G
E
S

SUCCESS STORIES!!!



Luke Gregory is currently featured in a national Coca-Cola Commercial. The commercial is currently airing during American Idol. Way to go Luke!!!

COMMERCIAL ADVICE

Remember when doing a TV Commercial you are selling a product. Make your product sound like it's the best ever! Perform your commercial as naturally as possible. Make your delivery fresh and end with a tag. A tag is a great way of smiling, or saying a line that makes it memorable and unique. Clients are looking for personality, delivery, projection, and believability.

JOBS! JOBS! JOBS!

Macy's
Rawlings Sporting Goods
Picture Me! Photo Studios
First Bank
Lumiére Casino
Stereotaxis
GMC
Endois Food Equipment
Supplement Superstore
Ozark Trail Outdoor Equipment
Citgo
American Optometric Association
Sears Portrait Studios
Car Credit City
Solutia
St. Louis Boat Show
Marine Max
Anheuser Busch
Metro Imaging
Ol'Roy Pet Food
Girls & Boys Town
Miller Lite
Harrah's Casinos
...Just to name a few

NEW VOCAL THEORY PROGRAM

Have you ever watched "American Idol" and thought you could do that?! Have you ever had a desire to sing but never knew how your favorite performers got their start? Here's your chance! John Robert Powers is introducing an amazing opportunity for anyone who's ever thought "I can sing!"

"Vocal Theory" is designed to help the singer in you become a confident performer. With "Vocal Theory," you'll learn industry techniques on performing music from classical genres as well as popular and contemporary styles! If becoming the next Alicia Keys or Kelly Clarkson is your dream, then "Vocal Theory" is for you!

For more information on how you can become a part of "Vocal Theory" please call our Educational Director, Jennifer Jones, at 314-372-0502.

FROM THE AGENCY

DIRECTOR:



When you are booked for an audition or go-see the most important step on your road to success is the impression you make on the casting director or client. You already know your appearance counts. Casting directors, designers, and clients judge not only your talent but also how you present yourself. Your clothes, hairstyle, make-up, shoes, etc. can all be crucial factors in making the right impression. Smart choices can determine if you get a callback or better yet the job.

Your complete look should accent the fact that you're a professional—ready to get to work on a new TV program, commercial, fashion show, or photo shoot. It is essential that you look good and project that you're the right one for the job. When going to auditions, your choice of clothing should be simple yet reflect your personal style. Wear something you feel comfortable in. This does not mean your pajama pants and a T-shirt. It means feel confident and attractive in the clothing you select. You do not want to wear anything that is constricting or that you feel uncomfortable in. Girls should not show too much skin. Avoid low cut shirts and short skirts. Guys avoid wearing clothing that is too baggy and does not fit properly. If your audition is on camera, a good rule is to avoid white, red or black. Also stay away from clothing that has logos, brand names, busy prints and slogans. Make sure your clothes are clean, free of stains, tears, and are neatly pressed. Do not look like you just rolled out of bed. Take pride in your appearance.

When adding accessories to your outfit, remember less is best. Avoid huge earrings, necklaces, and belt buckles. This also applies to make-up application. Don't pile on the make-up, less is definitely more. Most people wear too much make-up. Avoid smokey eyes and red lipstick. Casting Directors and Designers want to see the raw product. Wear light natural make-up. Keep your hair out of your face. Make sure it is behind your ears so that the client can see your face and facial expressions.

The point is to shock with your talent, not your outfit or make-up. Time and careful thought taken in advance will improve your whole experience. Keep in mind less is more, and that a clean yet stylish look is the best one to frame your performance.

i
M
A
G
E
S