

**John Robert Powers**  
*School System*

Acting. Singing. Dancing. Modeling... LIFE!

A Division of SBS Enterprises

Placement By:

**iMAGES**  
Agency

# MODELING, ACTING, LIFE.

Ages 3 and under

HOW TO GET INTO THE  
FASHION INDUSTRY, OR  
ACTING IN FILM, TV, AND  
COMMERCIALS

Check us out:

[www.imagesagency.com](http://www.imagesagency.com) or [www.jrpstlouis.com](http://www.jrpstlouis.com)

E-Mail address: [info@imagesagency.com](mailto:info@imagesagency.com)

711 Old Frontenac Square • St. Louis, Missouri 63131  
Telephone (314) 372-0500 • Fax (314) 993-2303

# **CALLBACK INSTRUCTIONS:**

**YOU MUST REVIEW THE ENTIRE PACKET  
ENCLOSED BEFORE  
CALLING BACK FOR YOUR RESULTS...**

**TO OBTAIN YOUR RESULTS PLEASE CALL**

**\_\_\_\_\_, ON \_\_\_\_\_ at \_\_\_\_\_ AM/PM  
TO FIND OUT IF YOU HAVE BEEN SELECTED TO  
BE REPRESENTED BY OUR AGENCY.**

**PLEASE CALL US AT (314) 993-3097 ext. \_\_\_\_\_**

**REMEMBER – CALL ME AT THE ABOVE TIME...IF YOU CALL AND GET MY VOICE MAIL, PLEASE REMEMBER OUR MAIN FOCUS IS BOOKING JOBS AND WE MUST DO THAT FIRST. THEREFORE, PLEASE LEAVE A DETAILED MESSAGE IF YOU DO GET MY VOICE MAIL INCLUDING THE APPLICANT FIRST AND LAST NAME, AS WELL AS A NUMBER WHERE I CAN REACH YOU AND A GOOD TIME TO CALL YOU BACK. IF THE PARENT NAME IS DIFFERENT THAN APPLICANT, PLEASE MENTION BOTH NAMES FOR ME.**

**DIRECTIONS:** FROM DOWNTOWN... Take Hwy 70 West to HWY 170 South, go to Ladue Road exit, go west on Ladue Road for 2.8 miles, go to Lindbergh Blvd., make left onto Lindbergh, go .8 miles (2<sup>nd</sup> stop light) on Lindbergh, right on German Blvd. Immediately turn into 1<sup>st</sup> parking lot. We are the two-story building that sits on the parking lot. Follow the Powers/Images Agency signs on the building to our suite, which is on the upper level, in the rear. Enter through the double white doors.

**OR**

If coming from HWY 270... take Hwy 270 to Hwy 40/64 East, to Lindbergh Blvd. exit # 28A, veer left on ramp, to 67 North. Go under Hwy 40/64 to first stop light and turn left onto German Blvd. Immediately turn into 1<sup>st</sup> parking lot. We are the two-story building that sits on the parking lot. Follow the Powers/Images Agency signs on the building to our suite, which is on the upper level, in the rear. Enter through the double white doors.

**Powers and Images Agency Division Requirements and Explanations:**

PLEASE READ THIS SECTION CAREFULLY.....

**AGES 0-3**

**Baby Division:** This Division is for babies only (3months to 3yrs.) Baby placement is normally in: Commercial print Ads, Commercials, and TV/Film. Babies will need to be friendly, willing to work with strangers. Parents will always accompany the child during a job. **Photos are required.**

**AGES 4 and Up, the divisions are listed in alphabetical order...**

**Beginner Division:** If you are “not serious” but want to get your feet wet working in the promotional area or as an extra this is the place to start. **Photos are required...**

**Fashion Division:** This Division is for “Models”. Models are placed in Fashion Shows, Catalogs, Editorials, Magazine Covers (persons who represent clothing, etc). This Division has specific requirements as far as height and clothing sizes. Females: 12-15 should be a minimum of 5’6”; ages 16-24 should be a minimum 5’8” (International assignments require you to be 5’10”) wearing a dress size 4–6. Males: ages 15–35 a minimum 5’11” to 6’2” and wear a suit coat size 40–42. Men are to be physically fit. In the case of Children, ages 4–11, height and size requirements will be given by the client. Fashion models are elegant, impeccable, exude confidence, and are very graceful people. Models are expected to know runway pivots, stances, proper make-up for auditions, black and white shoots vs. color, and how to bring the life into a garment at photo shoots, show the detail of the garment and audition techniques. **Photos are required, as well as, knowledge of the above.**

**Talent Division:** This Division is for “Talent”. In the Talent Division there are no height, weight, or age requirements. All types of “characters” are used. Talent Division people are placed in Commercials, Soaps, Sitcoms, Industrial Films, Voiceovers, Feature length films, Television, and Commercial Print Ads. This Division does require training. Actors will be responsible for audition techniques, monologues, improvisation skills, cold reads, commercial copy, film acting techniques, scenes, and the list shall go on. Only people in the Fashion and / or Talent Divisions will be able to do Commercial Print ads, these are all ads that promote products other than clothing. Commercial print is a huge business in the industry, you will be required to get into character, know camera angles, how to promote product, hold the product, and work well with photographers. **Photos are required, as well as, knowledge of the above.**

**Our Team, at Images Agency/Powers Academy, will evaluate you based on the information you supplied us at your interview. Your performance, knowledge, and desire will determine our evaluation results. If we are interested in developing and marketing you, your results referencing the above information will be given to you at your callback. Your callback time is listed on the second page of this packet. Please have parents of 18 year olds and younger call since they are minors.**

**IMAGES AGENCY REQUIREMENTS – Page 1 of 2**

The purpose of this **requirement form** is to communicate, in writing, the policies and procedures of our Agency. The **free** interview and selection process **does not** obligate you in anyway.

Jobs are booked through our casting Agency by: age, race, sex, hair/eye color. We are a character Agency placing moms-dads-kids-babies. There are no height / weight requirements. Clients look for people who can play a certain character...perhaps a mom playing the role of a shopper; a dad using lawn equipment; and children promoting a product or service. We book commercials, printed advertisements, catalogs, magazines, brochures, fashion shows, promotions, voice-overs, and TV/film assignments. We are non-union which means you **do not** pay union dues or dues to join our Agency. We can book a job to fit any clients' budget.

If you are selected to be with our Agency, we must have photos of you (**see reverse side**). You must **first decide** ...Do you want to be represented by our Agency? **Second, you must decide** what type of photos you are going to use for representation.

**Our Agency** division, **Images Agency**, is licensed and bonded by the State of Illinois and Missouri. We are selecting people 3 mos. to 100 yrs. for representation to our clients for assignments. All models / actors / talent must provide our Agency with professional headshots. (See side 2 for options.) These tools are used to show your look for potential job offers. Photos/upload fees for database are done at your expense.

All job offers are placed to you by our Agency. You accept or decline the offers when they are made to you. There are no contracts with our Agency. We use a voucher to verify that you did work the assignment and your signature on this form releases any pictures taken for use by the client. The clients' signature verifies hours worked and your rate of pay. Vouchers must be returned immediately for billing purposes to our address. Paychecks are issued 3 days after the clients' check clears our bank. (Most clients pay within 45-75 days.) **Our fee is 20% of your total earnings that are actually worked through this Agency.** Since clients select all models / actors/ talent we cannot guarantee job placement. Our clients hire the models. There are no contracts to sign. You are free to work with any Agency. Remember, this is an "ego" business...you must remain professional.

Our Agency does **no** nudity or lingerie. Our Agency is celebrating over 20 years in business due to good business practices. If your child is with our Agency, you would **always** be with them on assignments. Children booked on assignments should be accompanied by an adult only -- **no** siblings, **no** friends to job locations!!

Client lists are confidential. Our clients pay us a fee to handle your inquiries. Client names are only given out when a job offer is made. How much you work depends on your availability, attitude, health, and performance.

Any monies earned are reported and paid to the **model's / actor's** social security number; regardless of age. Always carry the social security number with you. All children under age 16 must apply through the State of MO for an Entertainment Work Permit. We will provide you with the application, there is no fee for the Permit.

X \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_ I have read both sides of this form.

**IMAGES AGENCY REQUIREMENTS – Page 2**

**Required Photographs for Representation**

**OPTION 1: Professional Headshots:** We handle all of your professional photography needs...Included for 2 years are the following: **Your photography session at our studio, studio time, editing, touchups, database uploading fees (\$250 for 2yrs.) and courier fees. This also includes being part of our exclusive database for bookings.** You are eligible to re-shoot new photos on your first anniversary at no additional expense. We ask that at this update photo shoot you do not stand us up – or you will forfeit the shoot. Payment is due by Check, Cash, Visa, MasterCard, Discover, American Express or Money Order. Your \$435 is due when you schedule your photo shoot. Talent social security number is required for payroll purposes. Your social security number is kept in a highly encrypted program. At your shoot you will receive: a CD of the 15 headshots taken. You will also pick out the photo with the photographer that will be featured on your headshot. You will also get a release from our photographer that you are able to reproduce photos. You will receive your finished talent headshot on an edited disc at your home address within 30 days. What to wear? A solid colored shirt with no writing or graphics. Bright vivid colors work best (blue, green, yellow, pink, red). Avoid pastels, black, white, navy, hunter green, or maroon. The photographer will shoot from the bust area to the top of the head. Any season of clothing is fine. No tank tops or low-cut shirts and do not wear anything sleeveless. They shoot only one outfit. No big bows/hats/etc. in hair. Jewelry should be minimal. Ladies wear one pair of small sized earrings only! Men who have pierced ears should remove their earrings. During the headshot touchup / uploading process, your photos will be used to show clients your look so that no job opportunities will be lost. Talent is responsible for printing their own headshots to take to any auditions or go sees if they are requested.

**OR**

**OPTION 2: Composite/Headshot Cards and Database Upload Fees:** You must submit **250 8x10 professionally printed** composite/headshot cards within 45 days. You must hire a photographer and printer. **Your database upload fee is \$250. This is good for 2yrs. At the end of your 2nd anniversary, it is your responsibility to contact us to renew the upload fee. You want a great theatrical headshot.** Name, height, and size should be printed on the card. It is your responsibility to print more cards when the first 250 are exhausted. You also must submit your card digitally on a CD (resolution is to be no lower than 300 dpi, file is to be no larger than 4x6 size, send in a .jpeg or .tiff format), and have a written release from your photographer so we can duplicate their work for client representation. You must have a professional photographer do this work, not family members, or hobby level people; remember this is a business! Be prepared to spend from **\$750 to \$2000** for these required tools, if you are doing these cards on your own. We do not review your photography for comp selection...this is what you paid your photographer to do. Your next meeting with us will be for you to present your finished product. Please do not print our Agency name on your cards or any phone numbers. We reserve the right to refuse any photos. All photos should be age appropriate.

Check us out:

[www.imagesagency.com](http://www.imagesagency.com)

[www.jrpstlouis.com](http://www.jrpstlouis.com)

[www.johnrobertpowers.net](http://www.johnrobertpowers.net)

Or call the International Model and Talent Association Hotline at (480) 503-5399

**MARKETING**

**Marketing is the key ingredient to the success of our company and clientele. Our clients are seen by the largest groups in the world. Top agents, casting directors, editors, and managers call on us to see our “new talent” constantly. Our clients are seriously considered for television, commercials, runway and print work. Working in this industry is not based on a submission of photos ONLY (Images Agency does require photos for representation). It requires meeting and networking with our clientele. If you are currently an aspiring actor or model and wondering “Why am I not working in this industry?”...Development and marketing are the key answers.**

**QUESTIONS MOST COMMONLY ASKED?**

**JRP seems really geared towards people who are really serious about achieving success in the industry. If I get accepted does that mean I'll have to move?** No. JRP is about people working in this industry that would otherwise not have the opportunity to do so. This doesn't mean anyone is asked to move or that this would consume someone's life. Soccer, Dance, Football are all just as important.

**Will this interrupt my education or current job?** This is part time work. If a job occurs during school/work hours, you decide if you can do it based on the hours and rate of pay.

**How often will I need to attend my workshops?** That will be up to you, our schedule is totally flexible. You can come once a week, twice a week, every other week, what ever best fits your schedule.

**Am I guaranteed a job?** Missouri Law does not allow any agency to guarantee job placement...as our clients select the models/actors they wish to use.

**What are my chances of getting placed?** Images Agency has booked hundreds of jobs in the past year.

**If I work under an hour, how much pay will I receive?** You will receive the full hour of pay.

**What is the difference between a job and a "go see/interview/audition"?** Only a job equals money. The others are a meeting to see your personality. **Are there many auditions to attend?** Not always.

**Will I be with my child at the jobs?** Always, it is a STATE law.

**What if I accept a job and get sick or can't go for one reason or another?** Contact the Agency A.S.A.P., as we must find a replacement. In turn, that is why we may contact you about a job at the last moment because someone has canceled. Many times we have months/weeks/days to schedule you but cancellations do occur. We work for the client.

**Who are our clients?** Client lists are confidential--as clients pay us a fee so they do not have to deal with the public. Client names are only given out when a job is offered to you.

**How do I know this isn't a scam?** We have been in our Frontenac office space for over 30 years. Prior to that, our office was located in Clayton for 29 years. We have been in business over 80 years worldwide. **Call IMTA (480) 503-5399.**

**Is everyone selected that interviews with this Agency?** Absolutely Not! We get a thousand inquiries a week.

## **REFERENCES**

**Images Agency**...I just wanted to send you a note to let you know what a great experience it was for me to participate in the production of the medical training film created at the Northwest Christian Hospital. Admittedly, I was concerned about the assignment when I learned that we weren't going to use a script, but the clients knew exactly what they wanted and had no trouble conveying that to the actors. I found it refreshing and exciting to create the dialog as we went—it was natural and realistic. The film crew was extremely professional during the entire shoot and even though the demands on them were great, they handled it smoothly and unruffled. Thank you for the assignment. It was a great experience! **Bill Maintz**

**Dear Everyone at Powers**...Thanks for giving me the chance to do such a fun commercial. The voiceover was awesome because when the microphone reaches you, you had to say your line as fast and as good as you could. You also had to make up different ways to say the line! I knew being on TV was fun, but I didn't know being on the radio was fun too! Also, being on a TV commercial for book stories was fun too. I got to pretend I was at the bookstore and asking my mom if I could get a Harry Potter book. This commercial was also cool because there was no sound. So I could pretend to say anything I wanted to. I almost forgot the best part, I got to be the kid to ride the scooter. I think Big League Production is the best TV commercial company there is. **Daniel Freedman**

**Dear Images Agency**...I wanted to thank you for the Border's Books assignment. I had a lot of fun with the crew and cast, especially the boy who played my eight-year-old son. Everyone was very professional, which produced great results for the spots. **Patty Jurcak**

**Hello Images**...I would like to take the time to thank you and everyone involved for giving me the opportunity to work on the Coca-Cola photo shoot. Although it was done outside in the cold, the professionalism of the crew made it a fun and enjoyable experience I will not forget. They made me feel right at home and I am sure that attitude was reflected in the photos that were taken. **Rob Dobbs**

**Dear Powers**...Thank you for your time that was extended to my daughter, Katheryn and myself. Everyone on the staff that evening greeted us with kindness and respect. I am very impressed with the professionalism of the staff, the follow through and thoroughness of the organization. Joy (your appointment setter) made our initial contact. She was very personably and not pushy. She was informative and shared some background information about whom she represented. Our visits thus far have been a positive experience. Thank you! **Patricia Ott**

**Powers Staff**...Thank you! Thank you! The assignment with Southwestern Bell had me thinking this is the type of work I'd do for free—it was a real joy to do. Happily, they also paid me a lot more than just a pretty penny! They were very happy with the work and they deserved it. They knew exactly what they wanted and gave just the right amount of encouragement to make their plans a reality. I hope you haven't spoiled me—I know all clients couldn't be as professional and friendly and just plain old nice to work with. But when I do get a more difficult assignment with a more "tougher" client, it'll be a lot easier to handle just knowing that there are people like the ones I worked with on this assignment. Again, thank you! **Michael Henson**

**Everyone at Images**...I would like to sincerely thank you for once more giving me an opportunity to participate in an assignment for Channel 4. It was an exciting experience, and there are hardly any words that would clearly describe my feelings. Thank you very much. **Andrey Lobko**

**For more references remember to check us out on the web:**

**[www.imagesagency.com](http://www.imagesagency.com) or [www.irpstlouis.com](http://www.irpstlouis.com) or [www.johnrobertpowers.net](http://www.johnrobertpowers.net)  
or call (480) 503-5399-actor/model info line.**

**Located in our main lobby is our "Brag Book" with hundreds of letters...stop by to look!**