CAMPUS CASTING

EXPLORATORY RESEARCH

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Our Client

Master of Fine Arts in Film, Television and Digital Media

“The University of Georgia’s new Master of Fine Arts in Film, Television and Digital Media produces highly trained filmmakers ready to give voice to stories that matter in today’s competitive global marketplace.”

Entertainment and Media Studies Program at Grady College

“Students benefit from classes in UGA film and video production, producing, screenwriting and editing, plus industry and creative analysis with highly accomplished professionals and expert faculty. In this way, the innovative EMST degree program combines professional-level technical skills with the conceptual tools to think clearly and deeply about the stories they create plus about the implications of visual storytelling in society.”

Our Project

Every year, filmmakers and actors seek opportunities to participate in university-produced films. There is a demand for a centralized website where both actors and filmmakers can showcase themselves and their films to attract high-quality production opportunities.

We will create a multipurpose website with three key features:

- A database for actors to upload basic demographic information for filmmakers to find the perfect match.
- A submission field for filmmakers to upload information about films in search of talent.
- A showcase page where filmmakers can upload final films for the UGA community and beyond to view.

Our Goals

1. Provide a user-friendly, centralized website for UGA actors and filmmakers to find each other and pick up work on projects using information based on Actor's Access accounts.

2. Promote UGA films and actors to the UGA community and entertainment industry at large.

Target Audiences

1

UGA Filmmakers, Actors and Screenwriters

We will first target students in the MFA and EMST programs who are either writing and producing films or looking to act in films.

2

Current and Prospective UGA College Students

To increase awareness of the MFA and EMST programs and their opportunities for students, we will target current and prospective students on the promotional side of this website.

3

UGA administration and entertainment industry scouters

To increase funding and awareness of the talent in these programs, we will target adminstrative positions within UGA and the entertainment industry.

Inspiration & Similar Platforms

Actors Access

Actors Access is an industry standard platform for actors to create a demographic profile and find roles to perform in. All UGA student actors must create an Actors Access profile, and we will link to each account in our website execution.

Advantages:

- Used industry-wide
- In depth demographic and physical identification ability
- Resume, headshots and reel upload ability

Disadvantages:

- Poor user interface—outdated look and feel
- Many links open in a new tab—this can get confusing when tracking where you came from on the website
- It's hard for UGA actors and directors to find roles and talent for their films

Inspiration & Similar Platforms

Breakdown

Breakdown is one of the platforms directors use to upload film descriptions and find talent to act in their projects.

Advantages:

- Clean user interface

Disadvantages:

- Not easy for UGA filmmakers to find actors in Athens, Georgia

Backstage

Backstage is an offshoot of Actors Access where filmmakers upload film descriptions and find talent to act in their projects.

Advantages:

- Connected to Actors Access, so filmmakers can easily find talent on the same platform
- Used industry wide

Disadvantages:

- Not easy for UGA filmmakers to find actors in Athens, Georgia
- Poor user interface

Inspiration & Similar Platforms

These websites

How to Improve

To meet our first goal of connecting **UGA filmmakers and actors**, we will create a website with a clean user interface which serves as a starting point for directors to find talent.

- **The account making process on our website:**
  - Actors will create an account on our website and input the following information:
    - First and Last Name
    - Headshot
    - Actors Access account link and IMDb account link
    - Email and/or phone number
    - Gender identity (male, female or non-binary)
  - Directors will upload a short description of their film and talent needed for each role.
- **The communication process on our website:**
  - Directors will be able to view each actor on the website and reach out through the provided contact information if they want the actor to audition for their film.
  - Actors will be able to search the available film projects and view the talent requirements to find roles to act in.

How to Improve

To meet our second goal of **promoting UGA films and actors to the UGA community and entertainment industry at large**, we will create a separate page on our website where filmmakers can submit their films to be viewed by anyone on the website.

- The filmmakers will submit a YouTube or Vimeo link for the website manager to embed into the back end.
- The burden of responsibilty for royalty and copyright compliancy falls on the individual filmmakers and does not rest on the website manager.

Promotional Tactics

We've identified three promotional audiences this initiative will target to reach success.

1. Promotion across **UGA** publications, displays and colleges
2. Promotion within the **Athens community**
3. Promotion toward **high schools in Georgia**

For each of these audiences, we will create promotional materials tailored toward the various media we will use.

- Email listservs
- Digital displays
- Social media posts
- Physical flyers
- Class talks
- Earned media in local newspapers

Ongoing research will be conducted on best contacts to reach out to, how to connect to college students and how to garner support for a local initiative.

Promotional Tactics

PROMOTING ACROSS UGA

Grady College, Entertainment and Media Studies

- *Promotional material to use*
  - Physical flyers hung around the building
  - Weekly newsletter listserv
  - Prospective student listserv
  - Weekly jobs and internships listserv
  - Speak to EMST classes
- *Contacts*
  - Sarah Freeman, communications director
  - Samantha Meyer, director of experiential learning
  - EMST professors and advisors

MFA in Film, Television and Digital Media

- *Promotional material to use*
  - Physical flyers hung around the building
  - Weekly newsletter listserv
  - Speak to masters level classes
- *Contacts*
  - Sarah Grizzle, operations manager
  - MFA professors and industry mentors

Promotional Tactics

PROMOTING ACROSS UGA

Program Partners for the MFA Film Department

- *Promotional material to use*
  - Email newsletter listserv
  - Promotional pitch
- *Contacts*
  - The Department of Theatre and Film Studies in Franklin College: Clay Chastain, publicity manager
  - The Trilith Institute: Abigail McCollum, marketing manager
  - Georgia Film Academy: Blair Witte, business operations professional

UGA Today

- *Promotional material to use*
  - Promotional pitch for news coverage
- *Contacts*
  - Krista Richmond, communications coordinator and Columns editor, MARCOMM
  - Eric Rangus, Georgia Magazine editor

Promotional Tactics

PROMOTING WITHIN ATHENS

Flagpole Magazine

- *Promotional material to use*
  - Paid advertisements
  - Promotional pitch for featured story
- *Contacts*
  - Fabienne Mack and Jessica Mangum, advertising sales
  - Jessica Smith, arts & music editor

Athens Banner Herald

- *Promotional material to use*
  - Paid advertisements
  - Promotional pitch for featured story
- *Contacts*
  - Andrew Shearer, arts and culture reporter

The Red&Black

- *Promotional material to use*
  - Paid advertisements
  - Promotional pitch for featured story
- *Contacts*
  - Avni Trivedi, culture editor

Promotional Tactics

PROMOTING ACROSS GEORGIA HIGH SCHOOLS

Clarke Central High School, Drama Department

- *Promotional material to use*
  - Email pitches to send to students in the club
  - Class talks
- *Contacts*
  - Kayla Griffin and Stephen Hardwick

Athens Academy, Drama Department

- *Promotional material to use*
  - Email pitches to send to students in the club
  - Class talks
- *Contacts*
  - Lorraine Thompson, drama department head

Cedar Shoals High School, International Thespian Society

- *Promotional material to use*
  - Email pitches to send to students in the club
  - Class talks
- *Contacts*
  - Rosemary Milsap

Sources

- **Actors Access:** https://actorsaccess.com/actor/
- **Athens Academy:** https://www.athensacademy.org/programs/arts/drama
- **Athens Banner Herald:** https://www.onlineathens.com/
- **Backstage**: https://www.backstage.com/
- **Breakdown Express:** https://breakdownexpress.com/index.cfm
- **Cedar Shoals High School:** https://www.clarke.k12.ga.us/Domain/466
- **Clarke Central High School:** https://www.clarke.k12.ga.us/Domain/503
- **EMST:** https://grady.uga.edu/academics/entertainment-media-studies/
- **Flagpole Magazine:** https://flagpole.com/
- **Georgia Film Academy**: https://georgiafilmacademy.edu/
- **MFA Film:** https://mfafilm.uga.edu/
- **Red&Black:** https://www.redandblack.com/
- **Trilith Institute**: https://www.trilithstudios.com/
- **UGA Today:** https://news.uga.edu/