

# THE NEW APPROACH: COMMERCIAL

On-Camera Acting, Audition Technique, & Career Building Strategies for TV Commercials

**Cost:** \$250 per module (or \$600 for 12-week package)  
**Dates:** Saturdays, starting June 6<sup>th</sup>, 2009  
**Time:** 12:00pm – 3:00 pm  
**Location:** Studio C Workspace, 6420 W. 6<sup>th</sup> St., Los Angeles, CA 90028

**Module 1 – Current Trends & You**

**Module 2 – The Audition**

**Module 3 – The Shoot**

This comprehensive commercial program is offered for a total of twelve weeks, divided into three 4-week modules. Students may sign-up for all three modules at a package rate. Teacher Nancy Scanlon will guide students through topics, which include, but are not limited to, the following:

- *Psychology Behind All Commercials*
- *On-Camera Discipline (Be Authentic Using Your Archetypes And Own Personality)*
- *Spokesperson Spots*
- *Dialogue Spots*
- *Improvisations*
- *Reading Copy*
- *Story Boards*
- *Slice Of Life Spots*
- *Props & Product Use*
- *How To Slate And Effectively Interview On-Camera*
- *How To Build A Career In Television Commercials*

For more info, contact (323) 988-1175 or [info@studiocartists.com](mailto:info@studiocartists.com).

## SIGN UP TODAY - CLASS STARTS IN JUNE!

Limited enrollment. All major credit cards accepted. More details on our website.

**WE HAVE A PROVEN TRACK RECORD - 2 OUT OF EVERY 3 AUDITIONING CLIENTS BOOKED ROLES IN TV & FILM PROJECTS**

Studio C has a proven track record – clients have booked starring, recurring, and feature roles in many film and television projects, a brief list of which includes the following productions:

- *Pushing Daisies* (ABC)
- *CSI: Miami* (CBS)
- *He's Just Not That Into You* (New Line Cinema)
- *Spider-Man 3* (Columbia Pictures / Sony)
- *Ugly Betty* (ABC)
- *The Departed* (Warner Bros.)
- *Friday Night Lights* (NBC Universal)
- *Heroes* (NBC Universal)
- *Entourage* (HBO)



**NANCY SCANLON**  
Casting Director / Producer

Originally from New Jersey, Nancy has enjoyed a highly eclectic career as a producer, director, writer, acting teacher, talent agent and casting director. She began her career as assistant to the artistic director of the Santa Fe Festival Theatre on the staged production of *Blithe Spirit*, starring Madeline Kahn and Amy Irving. Nancy went on to become a highly regarded actor and director in the renowned Chicago theatre, where she directed the critically acclaimed production of *The Love of a Good Man* and the one-woman smash hit *The Fall From Precious*, among many others. In film, she wrote and directed Marilyn for Tandem Films as well as produced and directed a documentary about girls in Chicago gangs entitled *Voices To Be Heard*, which screened at the Charlotte Film Festival and selected for its honorary national tour. Nancy was department head at a top Chicago talent agency, adjunct professor for The Theatre School at DePaul University, as well as founded and operated a highly successful acting studio before relocating to Los Angeles to serve as story editor for Trigger Street Productions' *The Big Kahuna*, starring Kevin Spacey and Danny DeVito; Roger Ebert named *Kahuna* among his top ten picks of that year. Shortly thereafter, Nancy landed a 'first look' deal at DeVito's company, Jersey Films, followed by a three-picture contract at Universal Studios. Together with Mimi Leder, she is currently producing Reuben Leder's original comedy, *In A Perfect World*, as well as developing a slate of films under the auspice of The Company Artists, for which she is president.