

WE SPEAK

MODEL MANAGEMENT

7 Steps To Industry Transformation Today

- 1 **Pay invoices at NET 15:** Models rely on your payment to cover their rent and living expenses. With a median salary at \$33,000*, getting paid as soon as possible is critical and not that difficult for your accounting team.
- 2 **Secure signatures prior to talent arrival on set:** Set is not a place for talent to be signing paperwork, especially if the document has not been reviewed by the agent. Be sure every legal document is reviewed and signed ahead of time. Advise your teams accordingly.
- 3 **Double check your booked talent appearance:** Are you aware of their current appearance? Did you check their digitals? Please notify us right away if you are booking talent with a specific appearance in mind. Sometimes the effortless look you love, if different than the digitals, requires significant prep.
- 4 **Add pronouns to your call sheet and ensure your team reviews the sheet:** People correctly assuming one's gender is a privilege not everyone has. Incorrectly assuming gender on set can lead to models experiencing dysphoria, exclusion, and alienation. By using the correct personal pronouns, you're showing respect to the talent you hired, creating an equal work space, and ensuring a great shoot day.
- 5 **Pull appropriate wardrobe:** Review model measurements and digitals before the shoot with your stylists to make sure they pull size and gender-appropriate wardrobe equally for all. Be sure all models are equally accommodated for, on or off camera. It'll do wonders for morale on set and your end results.
- 6 **Always provide a separate changing space:** Every model deserves privacy when changing. This space consideration will generate a respectful and positive work environment for everyone involved.
- 7 **Share interview questions:** If you will be interviewing talent for the shoot, please provide the interview questions as soon as possible prior to being on set. They will be more prepared for the questions on the day and will have time to relay any of their own questions, thoughts, concerns on the content.

**Bureau of Labor Statistics Occupational Outlook Handbook*

5 Steps to Transform Your Next Shoot

- 1 **Recognize your internal bias when viewing casting decks:** It is a psychological fact: we are attracted to what is familiar to us. Keep this in mind as you review casting decks. Pay special attention to people with features you don't frequently see in the media you consume. They may be the best fit for your shoot and your targeted demographics.
- 2 **Always share mood board/creative deck and shot list for model to see:** The more they know about what they're shooting, the more prepared they'll be.
- 3 **Diversify your crew:** Is your crew as diverse as your campaign? A diverse crew directly helps combat tokenism. Plus, diverse teams produce significantly better results. Remember to consider ability, gender, race, age, size, and other intersecting identities.
- 4 **Hire the right hair and makeup team:** If you're hiring models with textured hair or varying skin tones, it's your responsibility to select a team with proficient skills in working well with the models you hired for the shoot. This will ensure each model gets quality, equal attention.
- 5 **Book ADA-compliant shoot spaces.** Able-bodied people are not the default.