



creative
PORTFOLIO








www.NowOutCASTING.com



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because organization makes us happy

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What We Do

what the heck do we do?

outCASTING Media is a creative content studio and full-service casting house working across linear, digital, and emerging platforms.

So, what exactly is casting?

Well, casting is kinda like HR for the on-camera, on-stage, and voice-over worlds.

HR with a whole lotta (creative) attitude.

What We Do

**WE
GOT
YOU**

Whatever your casting needs are – *we got you!*

Scripted to Unscripted

Real People

SAG/AFTRA

Micro-Influencers/Influencers/Content Creators

Hosts/Experts

(and everyone in between)

What We Do

"that's what makes us so nice"

The types of productions we
(*as independent producers and
collectively as a company*)
have had the pleasure of working on
(*casting/booking/producing*)
include:

UGC

**BRANDED CONTENT
(EDITORIAL)**

**UNSCRIPTED SERIES
(BROADCAST & STREAMERS)**

COMMERCIAL

DIGITAL CONTENT

**DAYTIME TALK SHOWS
(CONFLICT, TRUE CRIME, MEDICAL)**

What We Do

We <3 Unscripted

**UNSCRIPTED
CASTING = STORY
PRODUCING**

At outCASTING Media, our casting expertise is deeply rooted in what we lovingly call,
the wild world of Unscripted.

Successful unscripted casting is rooted in great **story producing**.

Our team of seasoned casting professionals (casting directors, producers, managers, and editors) all have years of experience working in unscripted and understand that a great story is the driving force.

What We Do

We <3 Unscripted

**UNSCRIPTED
CASTING = REAL PEOPLE
CASTING**

Yes, unscripted casting is rooted in a great story.
But that story has to come from *people who POP* on camera.

That POP is *personality, looks, and the ability to eloquently tell their story on camera.*

We pride ourselves on sourcing people who POP on camera *but aren't chasing on camera opportunities*; They're just living their lives as accountants, school teachers, fitness gurus, etc.,
until they get a DM from us...

What We Do

We <3 Unscripted

REAL PEOPLE CASTING =

**WACKY GAME
SHOW
CONTESTANTS**

**"SEXY SINGLES"
FOR A DATING
SHOW**

**CANDIDATES
FOR "BEFORE
& AFTER"
SEGMENTS**

**RELATABLE MOMS
TO SHARE A
RECIPE ON A TALK
SHOW SEGMENT**

**GROUPS OF
PEOPLE WITH A
COMMON
THREAD FOR AN
ENSEMBLE CAST**

**DOWN ON THEIR
LUCK BUSINESS
OWNERS**

**HOME
RENOVATORS
RUNNING OUTTA
MONEY**

TO NAME A FEW.
You get the idea, we hope!

What We Do *acting out.*

We're also proud to offer casting services for scripted projects.

In unscripted, we're sourcing real people who have a story that aligns with the show and a personality & look that aligns with the network.

We apply those same principles to scripted castings.

We source talent that aligns with the look and feel of a network, movie, TV series, character, commercial, script, and/or brand.

We work with non-union, SAG/AFTRA, Fi-Core, micro-influencers, influencers, agents, managers & more.

The Deets

What Makes Us >

As told in a series of emojis..





DEVELOPMENT

#HiddenWorlds #UniqueCharacters #UndiscoveredTalent

Development is a balance of creativity, patience, and research. We work with independent producers, and full-scale production companies that have an idea, concept, or logline that just needs **more – more research, more casting options – more of everything.**

Perhaps you need proof of casting, a concept sizzle, or want some insight into a particular world – ***we got you!***

We strive to develop content and source undiscovered talent that will entertain and enlighten audiences. Our deliverable will include all the elements and research you need.

Our mission is always to share stories behind the voices of the non-traditional.

Whether you have a ***green light*** or *this is an idea you're still pitching, let's dig into what comes next (including the deliverables).*



CASTING

Unscripted/Scripted

Real People/Actors

Real People for Scripted Gigs

We pride ourselves on finding your production's perfect cast.

With a bit of a pixie dust (and the magic of technology), there's no one our casting team can't find.

No matter what your project asks, we'll structure and scale the perfect team to cast, edit, and deliver all through a streamlined system (*within your **budget***).

Let's dig into just how we do this...

PS: We strive to bring inclusivity & diversity to every production with the talent we cast.



THE HUSTLE

Casting ain't easy!

For both scripted and unscripted productions, great casting is rooted in meticulous research, incredible outreach skills, and of course, connections. From scouring social media to in-person recruiting, we leave no stone unturned in our quest to find the perfect talent for your production.

For scripted castings, we work with managers and agents, and, of course, we're always on the lookout for undiscovered talent.

For unscripted castings, we know your story is out there; we know you need people who POP – and we won't rest until we find them!

We also know you're on a timeline! We'll work within your budget and timeframe to get you the deliverables you need! To us, quantity is just as important as quality.

Our goal is to give our clients as many viable options as possible!



INTERVIEWS/AUDITIONS

Casting Interviews are to Unscripted as Auditions are to Scripted.

Whatever you call it, this phase of the casting process is somewhat like a production – and there's a lot going on behind the scenes to get talent on tape (like making sure we communicate with them on how to be properly set up, wardrobe, HMU... that's *our version of pre-production*).

While the majority of casting interviews/auditions are conducted remotely (*thanks to our friends at Zoom and Skype*), depending on your project's needs and the overall budget, we are fully equipped to facilitate in-person interviews/auditions and open-casting calls (*open-casting calls are our favorite*).

In unscripted, it's all about the *art of the DIG* – the dig for a *story*! We're experts at getting a candidate's personality to shine through while crafting questions that relate all the information back to the purpose of your show.

With scripted auditions, we focus on prepping scripts and ensuring actors understand their characters and can deliver accordingly.

On a tight budget? Depending on the scope of your project & your timeline, we can also facilitate *self-tapes* to keep you within your budget (don't worry, this doesn't mean sacrificing the quantity or quality of candidates – *we got you, remember*).



EDITS

Cut. It. Out.

Edits, which eventually become casting tapes, are one of the deliverables that we send you and your team so you can get eyes on the incredible people who will eventually be on your show (*if we're editing them & including them in a batch of options - then we really think you'll want to book them*).

When we edit for unscripted, we follow the same guidelines as our interviews: *we edit for story and personality. We want you to get the real deal feel of who you are going to select for your show - and be 100% confident in your decision.*

While we love a good "Frankenbite" (*our founder Jenna Kammo learned her best Frankenbite techniques in-house at MTV, but that's a story for another time*), we believe in letting people talk, while still getting them to make their point that relates back to your show.

Casting tapes can be as fancy or as simple as you want them (music, b-roll, lower thirds - *it's one big viewing party*). Edits are also available for sizzle reels/concept sizzles in the development stage.

Edits/Casting tapes are typically for unscripted projects and on an as-needed basis for scripted projects.



ONE-SHEETS

One-sheets are another deliverable we will include with each candidate's casting tapes.

There is no one-size fits all solution for one-sheets; We can tailor one-sheets to your production's budget, timeline, etc.

On standard *one-sheets*, we include a bio, a stats section, pictures, and social media links for each candidate. We can do a simple *face card* with each candidate's stats. We can build a "web" of the candidates (typically used for ensemble casts). Some clients prefer that we only share a Google spreadsheet with each candidate's stats.

There are so many possibilities to how we can build out this deliverable for your production.



THE HAND-OFF

This is the last dance between casting & production.

Once production has made its selections, we as the casting team seamlessly connect talent to production. We communicate with talent to tie up any loose ends and ensure they understand they will have a new point of contact from production moving forward (*and yes , we'll keep them excited for ya'll!*)

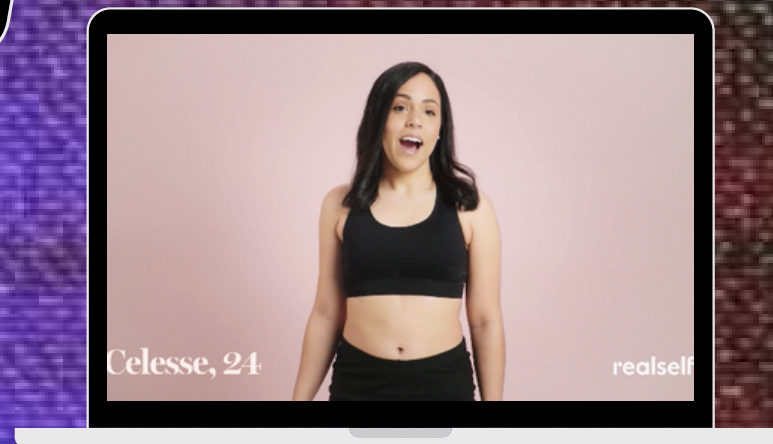
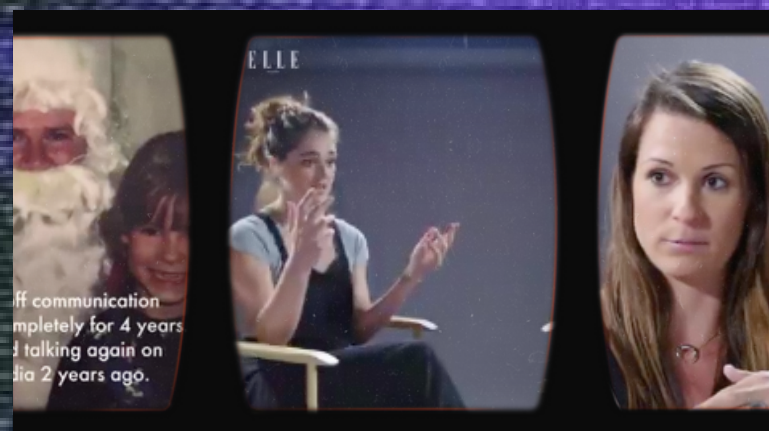
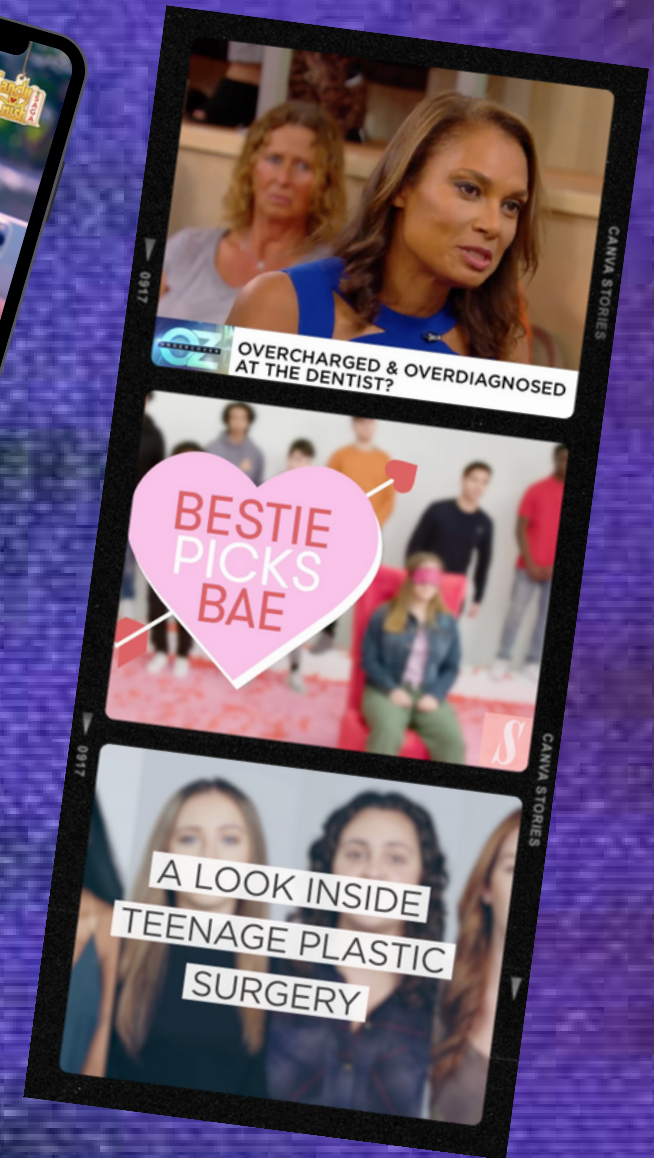
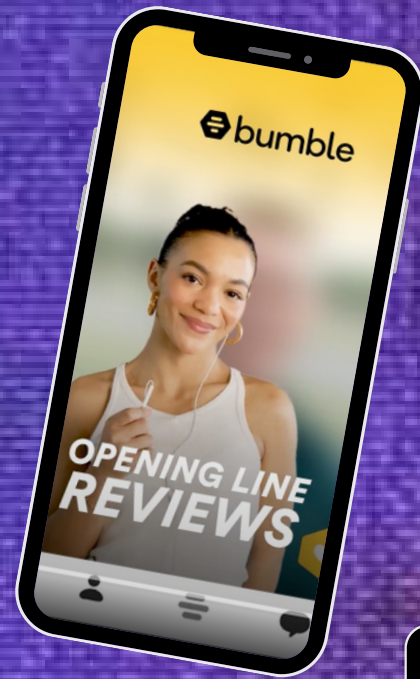
While at this point casting technically wraps, we're always around for our clients. Feel free to keep us in the loop until production actually starts. If you need us to hop on a call, talk to talent, or help put out a fire, then we're coming in hot with an extinguisher!

#CastingCares

Our Work

if you didn't make the cut, we still <3 you!

View more of our work here ->



Our Work

more networks and brands we've worked with



Meet Us

you're totally inviting us to the wrap party

Meet Our Core Team



Jenna Kammo, CSA
Founder
Casting Director & Producer



Emily Casey
Casting Producer



Dara Smith
Editing Maven



Joyce Javier
Casting Manager
Extraordinaire

Of course, we're an industry of freelancers; we can scale our team to as large as your project needs!
#WeKnowPeople

Contact



We can't wait to learn more about your production and what your casting needs are!

Questions?

Please email Jenna an email:

Jenna@NowOutCasting.com

Schedule a time to chat with us here:



More Fun Here:

