

PCB @ 10/9/12

**PRE-CASTING BRIEF**

**(From Advertising Agency to Film Company/Casting Director/Performer's Agent/Performer)**

**This document is a guideline only that can be amended on a job by job basis**

**\*\*\* THIS CAMPAIGN IS STRICTLY CONFIDENTIAL AND NO DETAILS INCLUDING THE PRODUCT NAME SHALL BE DISCLOSED TO OUTSIDE PARTIES – INCLUDING FRIENDS/FAMILY\*\*\***

<b>DATE of this brief:</b>	
AGENCY:	
PRODUCER: Name/Ph/Fax/email:	
FILM COMPANY: Name/Ph/Fax/email:	
CLIENT:	
PRODUCT OR BRAND:	
DURATION/NUMBER OF TVC'S:	
<b>THE TOTAL PERFORMANCE FEE IS TO INCLUDE: Note info in box below does not change.</b>	
<p>The Total Performance Fee is for all Free to Air, Pay TV, television broadcasters' on demand internet repeat showings; non-broadcast and promotional uses of the performance and the commercial by the Client, Agency, Production Company, Performer and Agent; and also covers any audio, video and caption change-outs to the commercial which do not affect the original tvc edit of the performance.</p> <p>All the above parties may use the commercial/s as click to view only on each of the following:          1 x website home page, 1 x YouTube home page, 1 x Facebook home page.</p>	
Amendments to the above if required:	
<b>le All internet to be included / etc. Anything that differs to the above</b>	
Does client require historical housing:	
<b>To be discussed at the time of briefing. Client to be made aware this is not included and is on a job by basis and not always going to be agreed to by the Performer. Some clients want this as a matter of course.</b>	
<b>TALENT BRIEF / FEES:</b>	<b>All amounts are GST exclusive and in NZ dollars unless specified</b>
CHARACTER / ROLE:	
SPECIALIST REQUIREMENTS: (i.e. Driver's licence/horse riding ability)	
FEE:	includes 1 x wr/m-up check of no more than 2 hours.
Performance fee – covers shoot day/s (	\$
Broadcast Fee – covers usage of material (	\$
<b>OR COMBINED Performance and Broadcast fee</b>	<b>\$ this is the line we all normally use</b>
Agent's booking fee (20%)	\$
<b>TOTAL PERFORMANCE FEE exc GST</b>	<b>\$</b>
How many days included in the fee: (Based on 10 hour days)	
SHOOT / WEATHER / REHEARSAL DAYS:	
PROPOSED ON AIR DATE: Final date to be confirmed at time of contracting.	
<p>On air date to be no later than one month after performance is recorded unless specifically negotiated otherwise. Producer must pre-advise if the on air date is more than one month after shoot date at time of the PCB being issued. If on air date slides outside of one month of stated on air date, a monthly holding fee to be paid @ 1/12<sup>th</sup> of TPF per month.</p> <p>If client does not want to pay the holding fee, the on air date stays as is with rollover as stated previously.</p>	
TERRITORY: NZ National / Overseas	
MEDIUM: TV / Internet / etc:	
TERM OF CONTRACT: Specify duration on air	
<b>CALLBACKS / OVERTIME / OTHER SHOOT DAYS:</b>	
CASTING CALLBACK: (Only applies if performer does not get the role or it's more than 1 x call back)	\$50 + BF per call back with 2 hour call maximum for the \$50 + BF. Time over above 2 hours @ \$50 per hour + BF.
WARDROBE / HAIR MAKE UP: (additional over and above 1 included in fee of 2 hours call)	\$50 + BF per additional hour if happens at the time of the 1 <sup>st</sup> 2 hour wardrobe/m-up call. If performer has to come back, it's a new booking with a 2 hour minimum @ \$50 per hour + BF = \$100 + BF guaranteed to performer.

**Fee amounts exclude agent's fee and GST**

**PCB @ 10/9/12**

OVERTIME RATE: after 10 hours:	\$100 + BF per hour
HOURS FOR CHILDREN REMINDER:	Up to & including 8 year olds – 6 hours door to door 9 - 11 year olds – 8 hours door to door 12 - 16 years old – 10 hours working + travel time 16 years and older – adult working hours apply Children must work no more than 5 Consecutive Days.
OVERTIME RATE: CHILDREN IF AGREED BY GUARDIAN BUT NOT SCHEDULED AS A GIVEN: Up to & including 8 year olds – after 6 hours 9 - 11 year olds – after 8 hours 12 - 16 years old – after 10 hours	\$100 + BF per hour or TBN
WEATHER DAY FEE:	\$500 + BF per 10 hour day
ADDITIONAL SHOOT DAYS: If not noted in total fee.	\$500 + BF per 10 hour day
TRAVEL DAYS:	\$300 + BF per day
STAND DOWN DAYS / STAND BY DAYS: In city performer lives in	\$300 + BF per day
STAND DOWN DAYS / STAND BY DAYS: Away from city performer lives in	\$500 + BF per day
WARDROBE: Production company to reimburse performer directly for this in form of vouchers or cash.	\$50 per item used. No charge for belts or shoes. Damage of clothing on set to be covered by production company.
ADR – post audio work	\$200 + BF per 1 hour call
CUTDOWNS / ALTERNATE VERSIONS: If not included in initial brief:	
<b>ROLLOVER OPTIONS: IN LINE WITH CURRENT CONTRACT **</b>	Rollover to be confirmed 31 days prior to contract expiry. Only applies if performer is featured and recognisable. Rollover applies on total performance fee.
+ 12 months / Year 2 **	100% of total performance fee
+ 12 months / Year 3 ** (100% / To be negotiated (Indicate which)	100% of total performance fee or TBN
Quarterly option **	30% of total performance fee
Six Monthly option **	60% of total performance fee
Rollover for multiple TVC's that 1 x performer appears in and client only wants to rollover some	
<b>ADDITIONAL MEDIA FOR THE TVC: to run concurrent with TVC.</b>	<b>Unless asked for these fees do not cover stills taken from the TVC. See below on stills.</b>
Cinema & Cinema Foyer:	25% of TPF (Suggested)
Paid Internet usage of TVC: this is over and above what is included in the TPF noted on page 1. Fee dependent on how many sites and what the TV fee is – to be discussed at time of PCB being issued.	25% of TPF (Suggested)
Instore video screen Usage:	TBN
Outdoor Video / Stadium Screen Usage:	TBN
Usage of material out of NZ	TBN
<b>STILLS AND USEAGE OF STILLS:</b>	<b>Packages negotiated depending on how much optioned.</b>
Stills may be shot on set. If not shot on set but on another day rate applies. NOTE: Usage fees additional. See below. Overtime if shot on set, @ normal rates over and above 10 hour call.	\$500 + BF for 1 x 10 hour shoot day for stills. Usage additional.
Do the stills run con current with the TVC	Yes / No
POS	TBN
Posters in store	TBN
Magazine	TBN

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**PCB @ 10/9/12**

Mailers / DM	TBN
Newspapers	TBN
Billboard:	TBN
Adshell:	TBN
Busbacks:	TBN
Stills usage on Internet	TBN
Other	TBN

The **AGENT** represents that they know of no valid reason why the **PERFORMER** should not be engaged in the role and will, on request, disclose to the Agency or Producer a description of all acting work and other public roles undertaken in the 3 years prior to the date of casting brief.

The **PERFORMER** will disclose any criminal convictions. These will be kept confidential and shared only with Agency | Production Company and Casting Director.

The **PERFORMER** has given his/her assurance they have not done any advertising for a competitive product in the last twelve months.

In all cases the **AGENT** bears no responsibility regarding the truthfulness of the Performer's statement at the time of enquiry to the declaration and undertaking.

The **PERFORMER** is not to change their personal appearance in any way once auditioned / prior to the shoot unless required to do so by the Company.

The **COMPANY / PROD CO** has to hold / shortlist the Performer to ensure they do not change their personal appearance prior to shoot within 10 working days from audition.

If the BRIEF from the **AGENCY / PRODUCER** changes, a renegotiation is to happen in good faith.

	NAME	SIGNATURE	DATE
<b>PRODUCER</b>			
<b>AGENT</b>			

**ADDITIONAL NOTES TO THE CASTING DIRECTOR TO CONSIDER FOR INCLUSION ON THEIR CASTING SHEET FOR THIS CASTING**

1.	Obvious Tattoos or piercings
2.	Agent to advise of any work Performer has shot that is not on air yet in NZ.
4.	Work done overseas or for overseas companies in NZ, in the last 3 years that is optioned for playing in NZ
5.	Performer encouraged to bring their own head sheet print out of all work done in the last 3 years for casting director to attach in file.

**TALENT BRIEFING AND APPROVALS PROCESS: SUGGESTIONS:**

1.	Agency Producer at time of quoting to client, PCB terms to be shared with client to sign and approve.
2.	Agency Producer PCB to be sent to Prod co to share with casting director and released to all Performers Agents.
3.	Shortlisted Performers – Production company to manage with casting director
4.	Confirming Performers – Agency producer to email both Production Company and Casting Director when Performers are approved and attach a copy of the PCB as the terms of the engagement. When any amendments have been made to PCB during the casting process these amendments are to be included.

**Fee amounts exclude agent's fee and GST**