

SMFA Ninja Trends in Demo Reels

Please see page 139 (the chapter on **Your Footage**) of the 4th edition of *Self-Management for Actors: Getting Down to (Show) Business* for foundational information on demo reels and whether or not actors even need linear reels anymore. This bonus content will continue to be updated with the latest trends.

My current favorite way of handing off a copy of your demo reel (and headshot, resumé, voiceover reel, presskit, etc.) is this very cool little USB drive built right into a business card: put the phrase **Promotional Card Shaped** into the search field here: <http://globalsources.com> Badass!

My current favorite example of ninja labeling of clips in an Actors Actors profile (or on your own site, at IMDb, etc.) are featured below.

The image shows two screenshots of an actor's profile media section. Each section has a 'media' tab selected and a 'photos' tab. The first section lists three video clips:

- Touch (Performance Video)** Quicktime
Overbearing Step-Father. (The episode's writer told me, "you play a pretty great dick...")
- The Forgotten (Performance Video)** Quicktime
White Collar Professional. Procedural Interview with Christian Slater.
- I'm in The Band (Performance Video)** Quicktime
Big, over-the-top Disney show wackiness...

The second section lists four video clips:

- Ghost Whisperer (Performance Video)** Quicktime
Creepy dead carnival ventriloquism, with Jennifer Love Hewitt.
- Medium (Performance Video)** Quicktime
Well-meaning, clueless guy, with Patricia Arquette.
- Ally McBeal (Performance Video)** Quicktime
Comedic quirkiness on the witness stand, with Peter MacNicol
- Compilation (1:20) (Performance Video)** Quicktime

Visit Blair's profile for yourself to watch the footage! <http://resumes.actorsaccess.com/blairhickey>

For updates to this doc, quarterly phone calls, convos at our ninja message boards, and other support, visit smfa4.com.

Bonnie Gillespie

Notice Blair still offers up his full reel (and it's under 90 seconds in length, despite the fact that he has a TON of footage available). He knows some buyers want to see linear reels... and he knows keeping it SHORT serves him better than trying to pack it all into one long clipshow.

Inspired by Blair's labeling ninjosity, Amy followed suit. You're next, right?



Rock on!