

CASTING DIRECTORS' ASSOCIATION AGM - 20th June 2018

Present

Emma Ashton
Sue Odell
Brendan McNamara
Shakya Dowling
Andrea Clark
Maddy Hinton
Rosie Pearson
James Pearson
Emily Tilelli
Kate Evans
Tree Petts
Jody Furlong
Zita Zutic Konak – associate to Emily Tilelli

Apologies

Wayne Waterson
Suzy Korel
Amanda Tabak
Paul DeFreitas
Heather March
Nikki Meadows
Hannah Simons
Camilla Arthur
Anna Stark
Lou Clouter
Ali Fearnly
Claire Catterson
Leanne Flinn
Francesca Greene

1. Members' Involvement

Chairperson (Tree) disappointed by the apathy from some of the members.

It is hard to fight (for better rates, for CD's to be properly credited etc) when people can't even show up.

- Agreed that a letter should go out asking the members what they want from the CDA – Andrea to compose the letter.

Tree is currently in touch with the APA, the IPA, AdForum etc to get CD's listed as crew members so that when anything goes out anywhere we are properly credited.

2. Voting in the Board – majority vote

Maddy Hinton – Secretary
Jody Furlong – Membership
Claire Toeman – Awards

Emma Ashton – Advice
Tree Peets – Chair
Andrea Clark – Publicity
Kate Evans – Finance
Emily Tilelli – Web

3. Legal Matters

Reminder of new privacy policies (GDPR) and need for risk assessment when pre-booking artists

Make sure head sheets are not left anywhere – these are CD's responsibility until passed on to production company, then it's their responsibility.

Equity wants us to use their Artist Dec forms – members feel the new form contains too many pages (five).

- Agreed that the new Artist Dec form will be published on the members area.

Members need to have their privacy policy in writing on their own website.

- Agreed that Emily will combine everyone's policy and have a uniform one for the CDA – this will be done by the end of July (use Sandra Reynolds & Tree's policies as templates).

Cookie policy (“Do you accept cookies?”) – important that all member activate cookies on their website to be in keeping with GDPR.

Photos & videos (even if unnamed) are covered by GDPR. Unless you have artist's written agreement you need to dispose of all materials.

If the artist has send you their material themselves then they have already agreed.

At the bottom of all her emails, Shakyra has the following wording: “I will keep any head shots, CV's and reels on file unless you ask me not to.” All members should consider having something similar on their emails in order to comply with GDPR.

- Agreed that Shakyra will be sending her “Privacy policy” wording for the members to review.
- Agreed that a solicitor will put a stamp on the agreed CDA privacy policy wording and that the money from the CDA account will be used to cover these costs.

Risk assessment when pre-booking artists

An agent has been contacted by “The Employment Standards Inspectorate” saying they cannot confirm any of their artists on a job unless they have a risk assessment from the shoot. Agents need to be seen to be asking risk assessment for their artists - CD's should not get involved! This is production companies' responsibility.

- Agreed that Tree will relay this info to the APA.

4. Press & Publicity

What is the ongoing strategy in raising the profile of the CDA?

Andrea expressed that she is happy with people who are in the room, active on Twitter, do interviews etc. Those who are not present – do not get involved.

Crediting needs to work both ways – CD's should be credited for their work but they must make sure they credit directors & production companies they work with (noted that everyone attending the AGM does this already).

“Campaign” have a template where credits are filled in, so does “AdForm”.

- Overall aim of the CDA is to try and inform what CD’s are / do i.e. get properly credited and so raise the profile of CD’s.
- CDA should look into giving lectures on casting at film schools & universities – Rosie & James Pearson have offered to advise on this as this is something they do regularly.

Noted that ad agencies are hiring junior producers and CD’s are having to educate them on how to their job – quoting on talent fees, working out budgets etc.

Some CDA members have expressed recent issues with usages being changed after the brief has gone out / casting is done / artists are confirmed.

- Agreed that the CDA will create a template booking form (CD’s Terms & Conditions containing casting fees, talent fees, exact usage, where the CD’s work ends and production takes over etc) that clients will have to agree to in writing before any work can begin – Emma to create the template (Andrea to send the check list she currently uses).

5. Finance

Current situation with Beach Blanket Babylon – we have taken them to court and the court ruled in our favour. The case has been referred to the bailiff hub – the hub then appoints the bailiff but one is yet to go to their premises for £1K the CDA are due to be paid.

Kate has escalated the case to the highest level and 6 official complaints from the CDA have gone to the government. We are yet to hear back.

- Agreed that this should be made public which would then raise the CDA profile as well. Andrea to get the contact for BBC Radio 4’s Money Box.

Rosie and Jamie Pearson have asked that the CDA open a blacklist of producers / clients on the members page. This would entail collating the already existing public records re: liquidation etc and making it accessible to CDA members.

- Members should contact Maddy in regards to reporting clients.
- Agreed that Kate will check the legality of this.

CDA account is currently £5K in credit (Shapi was paid despite her appalling performance)

- Kate to email everyone the accounts spread sheet

Noted that the awards paid for themselves.

6. Website

Do we pay £12/month for JotForm so that we have unlimited number of forms?

- Unanimous YES

7. Awards

Noted that Shots would like to be on judging panel next year.

Awards 2018 Feedback:

90sec time limit too short – new award “Branded content” to be introduced with no limit to the duration of the spot.

Stills spots cannot be part of the TVC.

Introduce street cast stills category as well as street cast TVC category.

Explain that if submitted incorrectly members will not be chased to re-submit.

Sponsors' / Judges' Feedback

BMA - happy with their involvement / ceremony.

Casting Networks – they would want a bigger ceremony, better presenter, perhaps an actor award. (Actor awards would raise profile!)

- Agreed that the CDA Rising Stars of 2019 awards should be introduced – for example 7 actors are chosen as being recognised by the CDA (put forward by agents & CD's) Steve Davies (APA) - CDA Casting Awards ceremony is currently the best awards ceremony out there.

£100 per head good price to stay at – agreed that we will get more for money with a bigger membership base.

- Agreed that CDA members should get discount on additional tickets.

Industry people more likely to go to a drinks-only ceremony, perhaps at a theatre – possibly a different approach to the awards format should be taken.

Do we want producers / clients there??

VENUE IDEAS:

BIFA awards – sit down meal for 200 people and then £50 per person open to anyone to mingle (without free drinks).

The venue is important to the feel of the event!

BAFTA – David Lean room (meal £52ea), room hire 8pm-midnight £4125 + VAT without food).

Additional venue ideas: Soho Hotel / The Hospital Club

Issues with the current venue – no cards accepted and the venue kept all the bar takings.

Late September Awards Committee meeting

- All members to come prepared with venue ideas!

OTHER BUSINESS

Jody – unpaid invoice from September 2017 - Sainsbury's (producer: **Jesse Stagg via Webber** photographer's agent).

The CDA wrote an official to Webber which has not been responded to.

- Kate to speak to the lawyers to get something in writing warning the members of this particular producer.

Rosie & James Pearson: "If a producer has knowingly drawn you into doing the work knowing they can't pay you – you can prosecute the person as an individual, not the company".

Heather March – Casting Tree in Asia (Dove), unpaid invoice, escalated it to Ogilvy & Unilever without result

- Agreed that Rosie & James Pearson will look into obtaining a contractual lawyer for the CDA.

ET Casting – Cloud Film (Germany), unpaid invoice since August 2017
European Union website has information on European bailiff organisation

- Brendan to send out the link
- Advised that CDA members should ask for 50% upfront from all new clients, especially international clients

Spotlight – meeting with Emma Ashton

Spotlight own the “notes” and by law, actors have the right to ask Spotlight to provide whatever information there is on them, including notes!

Members advised that there is a time delay on answering this – if an actor requests you provide all information you have on them, you don’t have to respond straight away. And that a £10 admin fee should be charged.

In conclusion:

Enthusiasm was there because we had the fight of raising the fees for CD’s – new fight should be about having CD’s back regarding unpaid invoices & raising the profile by having CD’s credited for their work in all publications!

**1st July 2018 APA rates go up to £693 + 50% for prep day @ £346.50
– please quote / invoice accordingly.**

New board meeting to be arranged soon to action the above points!