

PROJECT DETAILS

All of Us Casting is casting the new **Stanford Medicine Children's Health** campaign, shooting in the San Francisco Bay Area. It's an integrated campaign of video and still photography, shot on green screen in a studio.

Submissions are due by EOD Thursday 8/6. Read the media instructions below before you start — you may want to film first, then submit through the form.

<https://form.jotform.com/262109103477049>

- **Client:** Stanford Medicine Children's Health
- **Agency:** HUB San Francisco
- **Roles:** We're casting ~15 kid roles and ~13 adult roles across 6 spots and a still photography campaign. We're open to both individual submissions and real families or couples.
 - **Kids** — babies through age 14, all genders, abilities and ethnicities
 - **Adults** — ages 30 to 50, all genders, abilities and ethnicities.
 - **In addition to the general roles above, we're looking for a few specifics as well:**
 - Twins or triplets - under age 2
 - A kid who uses a wheelchair - age 7 - 12
 - Real families - parent(s) with kid(s) under 14
 - Pregnant woman - ages 35 - 45 with or without partner
- **Dates:**
 - **Zoom auditions:** Wednesday, August 12 or Thursday, August 13
 - **Shoot dates:** Wednesday, August 26 or Thursday, August 27 (1 day)
- **Location:** San Francisco Bay Area, local talent only (no paid travel).
- **Compensation:**
 - **OCP Adults:** \$1000 per day + 20% if applicable, inclusive of buyout
 - **OCP Kids:** \$750 per day + 20% if applicable, inclusive of buyout
 - **Extras/Background:** TBC
- **Usage:** Video & stills. Paid placements for 2 years from the date of first paid placement, except TV broadcast which is 1 year. Perpetual use for non-paid (organic) placements such as website, PR, events, internal hospital use, collateral and organic social channels.
- **IMPORTANT NOTES:**
 - **Submit once** - we'll consider you for every role you fit.
 - Talent **must** be local to the SF Bay Area.
 - Talent **must** be comfortable filming in front of a green screen in a studio.
 - **Minors will need a California work permit and Coogan account if booked.** No worries if you don't have them, we'll help you!
 - **If you are represented**, please include your agent's email when prompted.
 - **If submitting with family/partner, EACH person must complete their own form.**
- **MEDIA INSTRUCTIONS:** You'll need an audition video and photos to complete the form. **Review the following instructions thoroughly.** Failure to do so may result in your audition not being considered. If you have issues uploading the media to the form, email danny@allofuscasting.com.

PHOTO INSTRUCTIONS (FOR ALL ROLES)

- **Upload 3 to 5 current photos, including:**
 - [2–3] close-ups of your face
 - [2–3] full-length photos, standing, head to toe
 - *If you are currently pregnant* — your full-length photos must be from the past week. We need to see where you're at now.
 - **Notes:**
 - **Photos must be recent** — *within the last three months, or the last month for babies and toddlers* — and reflect your current look and hairstyle. Please take new photos if you don't have anything current that matches.
 - Candid, everyday photos are preferred. We do not need professional headshots.
 - **NO** filters. **NO** retouching. Cropping is fine. We need to see your natural appearance.
 - **NO** sunglasses, hats, or heavy makeup. We need to see your face.
 - it's okay if other people are in the photo, we can crop them out.
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VIDEO AUDITION INSTRUCTIONS (FOR ALL ROLES)

- Film somewhere **well lit** (preferably natural light), the light should be facing you, not behind you.
- Film somewhere **quiet**. Turn off the TV and any music.
- Turn your phone sideways so the video is **wide/horizontal**, not tall/vertical.
- **Frame from the waist up** for kids age 3+ and adults.
- **NO** filters. **NO** editing effects.
- **Follow the age specific audition request below.**

KIDS AGE 3 - 17 [ONE VIDEO]

Only your child should be on camera (ask the questions from behind the camera). **Have your child's favorite toy nearby before you start.** Film everything in one continuous take OR film it in pieces and edit them into one video. **Either way, we need a single video file that is UNDER 4 minutes.** *It's fine if they get shy, wander off, or answer something completely different. Send it anyway. That's usually the good stuff.*

- What's your name? How old are you?
- Are you taking dance classes? If yes, tell us about them.
- Have you done any acting? If so, tell us about it!
- Hold up your favorite toy and tell us why it's your favorite.
- Play with your favorite toys for 20 seconds.
- Look at the camera and show us your most bored face. Hold it for five seconds.
- Now show us your happiest face!
- Pretend you're an owl.
- Pretend you're a kangaroo.
- Without talking, show me how you would react if I said we were going to Disney World.
- Repeat after me: "a parliament!"
- Repeat after me, as loud as you can: "Stanford Medicine Children's Health!"

BABIES AND TODDLERS: SEPARATE CLIPS

Film when your child is happy or in a good mood. **Record each action in separate clips instead of one video.** The first take is fine - no need to film multiple tries, we want their first reactions. **Each clip only needs to be 15-30 seconds.** Label each one if possible.

- **HIGH CHAIR** — film them sitting in a high chair or car seat, with you interacting with them.
- **MOVING** — film them walking, crawling, or rolling toward you.
 - *If they're not walking or crawling yet, film them moving however they move.*
- **HAT** — put a hat on them and film for twenty more second to see their reaction.
- **HEADBAND** — lay a headband across their forehead and film what happens.
- **TOY** — film them playing with their favorite toy. *For girls age 7-10, please play with a doll.*

ADULTS SEPARATE CLIPS

Record each scene below in separate clips instead of one video. Label each one. **Each clip only needs to be 15-30 seconds.** For the reaction and action sections, real props or another person on screen can help.

Do **NOT** hold your phone. Have someone else film you, prop it on a table with books, or use a tripod.

- **Say your name and what you do for work.**
- **Then act out the scenes below.** Say the role name out loud before each scene so we know which is which. Give us two or three variations of each reaction and each scene. This campaign has doctor and parent roles across several spots and we'll consider you for all of them, so film both Scene 1 and Scene 2 even if one feels like a stretch.
 - **DOCTOR [OPEN TO ALL ADULTS]**
 - Don't talk. Look at the camera and nod slowly, like you're telling a worried parent their child is going to be fine.
 - You're a pediatrician doing a routine check-up. Play it warm and unhurried.
 - **PARENT [OPEN TO ALL ADULTS]**
 - Don't talk. Look at the camera like someone just gave you the best news of your life.
 - You're talking with your child's pediatric specialist. Nothing alarming — some good news, some reassurance. Leave pauses as if they're talking back to you.
 - **NEW PARENT [OPEN TO ALL ADULTS]**
 - Have the camera follow you looking around the room/house. Find something large (like a lamp/chair/table) then spend 10-15 seconds wrapping it in a blanket/bubble wrap/paper. The idea is a first time parent being overly cautious in baby proofing their house. Take your time with it. No dialogue needed.
 - **EXPECTANT MOM [PREGNANT WOMEN/WOMEN WILLING TO WEAR A BELLY PAD ONLY]**
 - Lovingly gift wrap or pack a box. Take your time with it. No dialogue needed.