

Notes 2/3/2021 Jenna Adams, Agency Director at Reinhard Models & Talent
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Jenna has been in the print and advertising side of talent representation since 1998 with experience in NYC, Boston, Miami and Philadelphia. She went from styling to talent representation quite accidentally. Originally, Jenna went to NY with not much money in her pocket to attend school. She couldn't manage financially, so Jenna worked in restaurants and did set backdrops. She relocated to Boston with a friend and applied to modeling agencies. The second agency to reply won her commitment. That agency was purchased by Click. Some years later, Jenna relocated to South Beach with her husband (also a model and actor). They had a few fun years and moved back to Philadelphia. Jenna continued to work as a model but transitioned to management and now is the Agency Director. Jenna realized she was good at her job when people kept asking her to do more!

Jenna thought our Slates were good – good delivery, they didn't feel mechanical and the casual approach was great.

Jenna's expectations when interviewing for new talent: She likes dialogue and a natural conversation and is not interested in a one sided monologue from the talent. Jenna looks for people with experience, updated materials and those who know their goals, strengths and availability. Ability to travel is also very important. A few reasons Jenna may not invite someone to join Reinhard include the talent is too similar in look or image to current talent and she considers the market. Currently, the market is all about diversity, lifestyle and age. She is honest with potential talent and will take people who understand her position.

Philadelphia is a big market for pharmaceuticals, healthcare, technology and voiceover. Real life scenarios are big so be sure to tell your agent if you can submit with family. Also, let the agent know if you have special skills. For example, you are good speaking medical terminology, speak multiple languages, have nice hands, voiceover experience, play a musical instrument and if you are older, you are active. There is also demand for people right now who are overweight.

For headshot and photos, Jenna emphasizes that **styling is important**. You should have a variety of headshot, ¾ length and full length photos. Make sure they are not too glamorous!

Jenna gave insight on how the markets in different locations vary. Philly and Boston are similar in that they are not as worried about height but it is hard to get full time work. In Miami, all talent have multiple agencies, book more work but are paid lower rates. The NYC market is cut throat so you MUST meld with your agent. There is a lot of movement in big cities and the personality of agencies changes frequently.

Jenna said that the Philadelphia market is still slow due to COVID. The number of people on set is limited. Therefore, hand models, real families and voice over projects have longer lead times to allow for COVID testing. She has found that clients are reusing old footage instead of filming

new. Jenna emphasized that we need to police and check for our finished work on websites or wherever footage is used, i.e. Billboards. **You should be paid for usage renewal!**

At Reinhard, Jenna handles talent acquisition, print, fit, runway and all crises. Nicole is in charge of on camera work, voice over and Casting Directors. NYC is a much bigger market so agencies have many more employees with different responsibilities. Jenna mentioned that if you have a Manager and an Agent, it may delay a booking or hurt your chance of booking because of the time involved.

Jenna advised us to separate our personal from professional social media. Although she does not believe we have to have social media to be successful in the industry, she does warn that it should not be too personal, political or religious. Instagram and LinkedIn are work oriented and Facebook is more personal. **When posting, NEVER print the clients name! And NEVER post prior to the release of a booked job.** It is also discouraged for talent to reach out to a client personally if you booked them through an agent. Also, do not have multiple agents in the smaller markets. They all submit to the same castings and it makes you and the agents look bad!

Regarding QVC, they are currently using less models. There are less people in the building. Even the hosts and guests are remote. Be sure your agent has bare faced (no moisturizer, makeup, etc.) should you want to be considered. QVC has a lot of diversity with their models (different shapes, sizes, heights, ethnicities, ages, etc.).

Some advice from Jenna:

1. Self-taping should be done properly and submitted as soon as possible. Follow all instructions and ask if you need help.
2. Once booked, show up the way you looked during the audition – don't get a drastic hair cut or color, etc.
3. If you have an agent, communicate with them when self-submitting to make sure you don't get submitted multiple times. Casting Directors don't have a lot of time and this annoys them. Let your agent earn their commission.
4. First Refusal means you are on "hold" and that a client is interested in you. They are working out logistics which may include other potential actors/models. **If you accept the first refusal, you MUST honor your availability!**
5. To balance life with being an actor/model, recognize and focus on the things you do well. Be honest with your situation and understand your limits!
6. It is important to be constantly learning, so take acting classes, find a dialect coach, keep up with fitness and learn improv.