

Professional Agency by Daniel Varona

Web Series Action Plan

What is “Professional Agency: An Atlanta-based Professional Workplace Drama”?

- Professional Agency is an original web series written by Daniel Varona.
- The web series will have a total of 10 episodes. It is an original workplace comedy that features 9 recurring cast members.
- The web series is currently in development. We are looking for talented cast and crew to attach to the production.
- Once the production has enough cast and crew who are attached to it, we will begin our search for financing from investors.
- “Attached” cast and crew refers to people who are committed to being a part of the production for the 10 episodes **if** the web series gets financing from investors.

What positions is “Professional Agency” currently looking for?

Cast

We are currently looking to fill all 9 roles for cast members.

- Orlando Cruz, Founder/Owner
- Alex Iverson, Account Executive
- Chase Rogers, Bookkeeping
- Anthony LeTrois, Digital Designer
- Valen Lorenz, Print Producer
- Daunte Peters, Copywriter
- Ashley Williams, Illustrator
- Kristine Johnson, Office Manager
- Karen Tsu, Project Manager

More information on each role can be found on a separate attachment to this email – “Vision and Character Breakdowns”

Crew

We are currently looking to fill 10 roles for crew members.

- **Director of Photography** (reports to Director)
 - This position will be in charge of all camera work and cinematography for the production. The Director of Photography will also be the lead crew member during post-production when it comes to editing and color grading.

- **Assistant Director** (reports to Director)
 - The Assistant Director will be a generalist who will work alongside other crew members to make the production process smoother. The Assistant Director will spend most of their time collaborating with the Hair & Makeup Lead, the Location Manager, the Producer, and the Cast to ensure everything is in place during the production process.
- **Assistant to the Assistant Director** (reports to Assistant Director)
 - The Assistant to the Assistant Director will be responsible for helping the Assistant Director succeed. This position will act as the right hand to the Assistant Director to ensure a smooth production process.
- **Sound Specialist** (reports to Director of Photography)
 - The Sound Specialist will be responsible for all things sound, music, and audio. This position will work closely with the Director of Photography during production to capture the required audio. The Sound Specialist will also work closely with the Director of Photography during post-production to effectively incorporate sound, music, and audio into the finished product.
- **Assistant to the Sound Specialist** (reports to Sound Specialist)
 - The Assistant to the Sound Specialist will serve as the right hand to the Sound Specialist. This position will work closely with the Sound Specialist to ensure success is all things sound, music, and audio.

- **Lighting Manager** (reports to Director of Photography)
 - The Lighting Manager will be responsible for the lighting of the production. This position will work closely with the Director of Photography to create appropriate lighting for every stage of the production process.
- **Electric Assembly Specialist** (reports to Lighting Manager)
 - The Electric Assembly Specialist will serve as the right hand to the Lighting Manager. This position will work closely with the Lighting Manager to assist in the creation of lighting setups for every stage of the production process.
- **Location Manager** (reports to Director)
 - Professional Agency will feature local small businesses and business owners in the Atlanta area. The Location Manager will be responsible for reaching out to various business owners with the goal of booking their businesses for the production. This position will work closely with the Director to find the appropriate businesses and to approach the business owners in a manner that is professional and effective.

- **Hair & Makeup Lead** (reports to Director)
 - The Hair & Makeup Lead will be in charge of all things Hair & Makeup during the production process. This position will work closely with the Director to clearly define a vision for Hair & Makeup that is consistent with the overall production. This position will collaborate with the Assistant Director to execute the project's vision for Hair & Makeup during the production process.
- **Producer** (reports to Director)
 - The Producer will serve as a "jack of all trades" for the production. The Producer will assist all crew members in various aspects of the production on an as needed basis. The Producer will be responsible for any needs the production may have that do not clearly fall under the responsibility of other crew members.

What is expected of cast and crew members who are attached to the production?

- Attached cast and crew are expected to attend preliminary **virtual** video calls with the team. (Unpaid)
- The responsibilities of all members of the cast and crew will be clearly outlined during the preliminary video calls.
- All steps of the fundraising process will also be discussed during the preliminary video calls.
- Attached cast and crew are expected to **commit** to all 10 episodes of the production **if** the production is successfully funded. (Compensation TBD)

The preliminary video calls and associated discussions will be unpaid. However, nobody will be expected to work on the production until we find funding from investors. Compensation for all team members will be defined after we secure funding.

Having committed and passionate team members will greatly increase the probabilities of finding financing from investors for the production.

What is the goal of “Professional Agency”?

- We aim to put together a professional 10 episode production.
- Everyone involved will get on-set experience, credits, reel footage, and compensation for their work.
- The end goal of the web series is to put together an exhaustive sitcom concept that can be pitched to networks.
- “Professional Agency” is a speculative project. We are creating the web series with the intention of evolving it into a national television sitcom.
- The chances of success increase drastically with a talented, dedicated, and passionate team.