



CASTING & PRODUCTION CHEAT SHEET

IF YOU TOUCH THE WORK **AT ALL**, YOU NEED TO KNOW THIS STUFF

CLIENTS:

- Have the diversity conversation up front.
- Bring diverse options to the table.
- Use your directors as allies.
- Push back respectfully by asking questions.
- Get to the reasoning behind decisions.

CASTING SPECS:

- Ask to see a range of races and ethnicities. If you want specifics, ask for specifics.
- For a wider range of looks and body types, ask for real-feeling people rather than model types.
- If you're casting a Spanish-speaking role, ask for native speakers.
- Up your age bracket a smidge—actors don't always age like the rest of us.

CASTING:

- Diversity isn't about checking boxes. You don't need to cram "one of each" into every commercial.
- Over the spectrum of each brand's work, there should be a range of diversity as well as true representation. This should include a mix of races, ethnicities, ages, genders, sexual orientations, abilities, body types and more.
- As soon as you get a casting link, give it a skim. If you don't see enough diversity, ask for more.
- In your casting specs, consider upping your age bracket a smidge—actors don't always age like the rest of us.
- Don't use "racially ambiguous" talent as a crutch. True representation takes a variety of shades and backgrounds.
- Go beyond tokenism. Don't be afraid to cast more than one person of color in the same spot.
- Watch out for colorism.
- Pay attention to lighting as darker skin needs good lighting to read well on video (also important on set).
- Cast people with disabilities in everyday situations, not just inspiring roles.
- Don't use a person in a wheelchair as a stand-in for all people with disabilities.
- Use actors with disabilities to portray characters with disabilities.
- Be open to changing dialogue and other aspects of the work to better fit the diverse talent you cast.

PRODUCTION:

- Hire stylists, makeup artists, lighting pros and retouchers who know how to work with a range of skin tones and hair textures.
- Watch out for cultural context.
- Let production companies know we expect a diverse crew.
- Look out for and bring back people who make the work better and/or bring a missing perspective.