



SERVICES

Making Chloé Productions the perfect complement to your team is our ultimate goal. Union rules and regulations are very complicated and as such require great expertise from many sources. Our unique business model affords you access to the most knowledgeable and connected people in the industry at a fraction of the cost.

As a supplement to your business affairs and production departments, and as a partner, we remain involved with your campaigns, supporting you through all stages of the production process and beyond. Throughout the process, including both pre and post, we are working to support you "behind the scenes", consistently available to guide you through a challenging (or simple) production. We have extended business hours so that we are available to you whenever you need us. We collaborate and discuss various scenarios and options so that fully calculated and informed decisions are made, helping you assess risks that can be very costly. Together we can make certain that talent business affairs is an efficient, thorough and very cost effective department for you.

Our services, tailored to your needs:

PRE-PRODUCTION SERVICES

Overall Production Planning

- Storyboard/Script Review and analysis to help assess and determine proper hiring of performers, and initial budgetary costs
- Identifying and categorizing the creative asset
- Performer classifications
- Stunts
- Hazardous conditions
- Provisions for minors
- Editing Provisions, i.e. determining whether or not a commercial is an allowable version or a new commercial with separate, additional talent fees
- Casting brief: Coordinating with casting director to make sure casting calls go out properly, ensuring that there is little to no miscommunication about the deal when we go to book and contract, and assisting them as and when they have questions during the casting and booking process. In addition, we make sure that the proper SAG language is included in the brief which may also have significant financial implications
- Station 12 clearance and following up with talent based on the results
- Deal memo preparation
- Creative negotiating and consulting at time of hire to ensure the best possible financial result.
- Footage integration.



Session Preparation/Union codes and Provisions

- Reviewing storyboards and scripts to determine elements involved in particular talent estimates.
- Preparing and revising estimates on an updated basis (including residual estimating based on preliminary media plan), determined by many different hypothetical scenarios: various countries, different talent, various production schedules, various media buys, and various unions.
- Advising on rates and determining correct union contracts under which to produce; i.e., commercials, industrials, new media, etc. Providing relevant guidance on SAG/AFTRA, AFM, ACTRA, and any other applicable code contents.
- Researching and finding out what is involved in the rates and working conditions of any emerging new media
- Verifying the logic of SAG/AFTRA rates and conditions with producers and/or talent department, so that they can properly relay the nuances and risks of the session budget to the account teams.

Performer Contracts

- Preparing standard or customized SAG/AFTRA Commercial and Industrial contracts and forwarding them to you and/or your production locations for an upcoming shoot if necessary, including proper wording of Special Provisions, if any.
- Reviewing situations and providing counseling pertaining to:
- Exclusivity issues critical for balancing industry requirements with your expectations
- Specialty contracts with celebrities (below) models, stunt performers, dancers, specialty acts, etc
- Spanish Language Provisions
- Special provisions for Guarantees and, in some instances, union scale talent.
- Stunt Adjustments for Hazardous Conditions; estimating properly and advising on negotiating deals with stunt performers which could minimize the stunt performers total talent fees.

II. PRODUCTION

On Set Issues

- During production, we are available 24/7 to give guidance in order to assist the producers in complying with working conditions and any talent issues that may arise on set
- Dealing with SAG/AFTRA reps when they come onto your set. They know and trust us and we can usually use our influence to mediate the problem in such a way as to produce the best possible outcome for you.
- Handling any issues with agents that may arise

Session Processing

- Verifying and following up on all contractual information after a shoot
- Ensuring all Performers are accurately paid.

- Tracking the main asset and all of its potential versions
- Actuals vs. estimates: reviewing both to distinguish any discrepancies
- PAYROLL COMPANY: Processing session payments, overseeing the payroll service and verifying all of their work.

III. POST PRODUCTION

Final Cast Issues

- Viewing all creative assets to determine how each performer's final performance should be categorized according to the applicable Union guidelines.
- Reviewing all creative assets to the editing provisions of the applicable union agreement to identify and determine exact number of assets
- Outgrading and downgrading performers
- Verifying that all performers are accounted for on the final cast list according to our session records.
- Overseeing payroll service in ensuring proper max use dates are recorded for integrated spots.
- Consulting with colleagues in the Industry or Union to give the best advice on areas that are up for Interpretation and advise you of potential consequences.

Residual Estimating

- Creating estimates based on proposed media for existing or hypothetical creative assets.
- Revising estimates as many times as needed based on your criteria due to change in cast and/or media.
- Offering recommendations on methods to reduce costs based on proposed cast and media information.
- Anticipating your needs, knowing what questions to ask to ensure alternate possible scenarios are covered.
- Consulting and verifying that the media is estimated and correctly paid.
- Estimating costs relating to alternative media.
- Researching rates that are not established but are currently being quoted/negotiated based on specific alternative media types.

Reuse and Other Payment Processing

- Researching proper unit counts prior to processing payment.
- Reviewing residual forms for any use that may be covered under a current talent cycle and account for broadcast lags.
- Evaluating and verifying traffic instructions such that the same one unit markets, cable stations or network units are not paid in duplicate.
- Verifying the overall logic of the media buy to make sure the proper cycles, use type and commercials are paid.
- Consulting on any questionable areas, e.g. flight dates vs. actual talent cycles.
- Researching and providing guidance regarding appropriate classification of media and applicable payments to performers.



- If necessary, keeping track of late payments and penalties made to SAG/AFTRA to ensure duplicate payments are not processed.
- If the need should arise, negotiating with the applicable union to try and reduce penalty payments whenever possible.

Negotiations

- Gathering specific information to commence negotiations pertaining to renewals, for already released commercials or those that have reached their Maximum Period of Use.
- Coordinating with you when commercials are approaching their maximum use as to whether or not you want to renew and gather all pertinent information, i.e., commercial's use history, anticipated future use, term, territories, etc. In addition, gathering all pertinent information to negotiate commercials that have already been released and contact agents to inquire about performer conflicts and rates.
- Consulting on the many ways in which you may want to continue using the commercial(s) after expiration.
- Advising on best approaches in order to maximize your options while minimizing your expenditures by thoroughly analyzing all of the relevant variables.
- Bringing our reputation to bear when approaching agents to inquire about rates; This is critical because we have earned their trust as fair but tough negotiators and they believe us when we speak, thus optimizing the results for you.
- Relying on us to vigorously negotiate any new terms.
- Preparing appropriate standard deal memos and submitting them to the agents/performers, upon your approval
- Ensuring contracts/deal memos are fully executed and payments are processed in a timely manner.

Celebrity Negotiations

Karyn Feiner is one of the premier celebrity negotiators in the country. She is known by all of the top agents, managers and attorneys in the industry as well as the people who serve in the Pension and Health department of SAG.

- Celebrity search
- Drafting offer letters
- Negotiating multi-service deals
- Drafting contracts
- Reviewing criteria for P&H allocations
- Coordinating complete execution of contracts.

Guarantee Payments and Tracking

- Processing Guarantee Payments
- Reviewing the terms, conditions and allocations of performer guarantees
- Overseeing and verifying that Performers' guarantees are set up properly and that appropriate applications are accruing.

Holding Fees



- Sending Holding Fee notification forms six (6) weeks prior to the due date of the Holding Fee payment and subsequent reminders.
- Ensuring that talent department and/or account teams are kept informed on what Holding Fee payments are imminently coming due.
- Actively followup with you until we receive complete Holding Fee responses

Union Related Business

- Representing you in attempting to resolve any and all union inquiries and claims through research, negotiation and bringing our reputation and our connections to bear on the given issues for the best possible outcome.
- We field all union and agent calls regarding payment, usage, claims etc.
- As the SAG/AFTRA Collective Bargaining Agreements are fraught with interpretation, our seasoned representatives can be an invaluable resource. We help determine allowable versions, suggest alternate union contracts, advise on best course of action in terms of payment for a specific creative asset.

We are honored and proud of the relationship we have built and maintained throughout the years. We demand nothing but the best from ourselves so that we can make all the difference in the world to our clients.