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CONTACT: PAUL MITCHELL
actorschecklist@aol.com

THE ACTOR'S CHECKLIST, WELL PAST ITS FIRST YEAR MARK, SERVES THE PERFORMING ARTS AND ENTERTAINMENT COMMUNITY WITH A VARIETY OF KNOWLEDGE, COMMUNICATION AND PHOTO ARCHIVE TOOLS & RESOURCES
Unique checklist format organizes an approach to launching a performing arts career; photo posting gallery with eCard-postcard tools lets users stay in touch and remain visible before industry brass

NEW YORK, NY -- Cool Fire Technology, LLC, a New York City based operation in Manhattan's Chelsea art gallery district, has seen its flagship web portal The Actor's Checklist (<http://www.actorschecklist.com>) gain steady influence over the past year since the website went online in early December 2002. In a sign of increasing relevancy for these troubled economic times of job scarcity, a recent New York Times OP-ED piece (May 13, 2004), titled "Where the Jobs Are," used a presentational chart showing the comings and goings of various occupational categories to reveal that careers for actors and directors would be one of the leading gainers in the changing times ahead. And bolstering its web new media attributes to provide instant information and communication, The Actor's Checklist has added a photo posting gallery that will also allow users to send their photos greeting card style via email to any intended recipient. Categories to post photos include: actors-actresses, children pageants-acting, comedy-spoken word, hip-hop and rap, models, musical artists-bands, miscellaneous show biz, scenic photos to use for eCard greetings, and a category for all others just to share photos.

From its opening homepage, The Actor's Checklist presents the viewer with an itemized listing of the vital areas any show-business aspirant would have to tackle in order to find their way into, and make a credible presentation at a casting audition or talent showcase. The listed items can be applied to most any show-business or performing arts endeavor since they generally have similar career requirements. These "Organizing Steps for Moving A Performing Arts Career Forward" form the logistics of career strategy and advancement says website creator Paul Mitchell. "What The Actor's Checklist does not do is try to instruct you on how to become better at the acting craft itself. That task is best left up to the varied acting schools and fine University arts programs." Mitchell further stated, "New to The Actor's Checklist is a photo post gallery that also allows its registered users not just the privilege of posting their headshots, but also to be able to use the same shots on an eCard-postcard that can be sent off to any email recipient. The value of such a communication tool cannot be understated for show-business professionals in such a highly competitive field of endeavor in which they constantly seek to keep their presence before, and remind booking agents, casting directors, producers, managers, and other industry brass of their availability for work."

In addition to the core "checklist" pages, essential for organizing and moving an arts career forward, a "More Resources" page serves as a subdirectory of useful resources, including glossaries, directories of contact information, pages detailing peripheral and aligned industries that are useful stepping stones toward career objectives. A hyper-active message board utility is supportive for those seeking career advice and is constantly revisited by casting directors and producers posting notices for their upcoming productions.

But among the unique aspects of The Actor's Checklist are the learning and communication tools it integrates within its webpages that makes it helpful for performing artists to network on matters of their craft, and/or send out queries to their peers, or answer queries they view. Along with content that provides the details of a webpage's topic, the webpages also include text boxes that highlight or breakout essential aspects of a topic, or define vital industry terms or jargon for the uninitiated. This will help them ask informed questions and enable organized information retrieval. A mini-directory of "Relevant Organizations and Associations" (a larger one compiles everything found on the topic pages and more), with contact information, website and email links, and a list of helpful publications linked to an online bookstore, round out a typical webpage's offering. Reference and contact information for industry resources easily makes The Actor's Checklist a vital tool for seasoned industry veterans as well.

"There are real limits to what we can do to take someone through this process", says Mitchell, "and so one of the best and smartest things we could do is to encourage users of the website to seek out knowledge, information, and best practices from other users, or to act as a mentor. Really, our role is to stimulate that contact."

