

BAR S STUDIOS

Speak *act*
BOLDLY BRAVELY



REFLECTION AND MOTIVATION

This summer changed us.

Our Teen Primer blossomed, adult classes filled to capacity, and clients are booking at an elevated pace. We connected with actors in Los Angeles and casting in Vancouver, putting Saskatchewan talent in real conversations with real insiders. As we move toward the Industry Spotlight, the momentum feels electric. This isn't just growth; it's an awakening, and we're doing it together.

Style Dayne: Artistic Director



image by: Jocelyn Gerspacher Photography

↓ In this newsletter you will find:

Business tips, Inside Casting, Industry Spotlight, New in 2026



"You can fail at what you don't want, so you might as well take a chance on doing what you love".

~ Jim Carrey

The Business of Acting:

3 TRUTHS EVERY ACTOR MUST OWN

We need to talk. Not about “manifesting bookings” or waiting for magic. About the business of acting – the part nobody dreams about as a kid, but every working actor lives by. Because here’s the truth: in Saskatchewan, a career in film and television is not just possible – it’s probable when you treat this like the profession it is.

We’re surrounded by momentum. Local industry is heating up, western Canadian agents are signing fresh faces, productions are prepping. And as opportunities multiply, the actors who are prepared will rise. The ones who merely hope? They’ll watch it happen to someone else. So let’s get real about the three pillars of your professional foundation.



Headshots that get you seen

Your headshot is your storefront window. It’s the first handshake, the first impression, and often the deciding factor between “Let’s bring them in” and “Pass.” This isn’t about pretty lighting or flattering angles. It’s about casting clarity.

Your headshot should be unapologetically you, in given circumstances, that tells a compelling story and

To do that, you must embrace what’s already inherently true about you. Are you the loyal hero? The chaotic wildcard? The warm friend? When you honour your authentic archetype, casting directors know exactly where to place you. Pretending to be someone else muddies the water. Bold honesty? That books.



Your Agent Is Your Ally – Not Your Engine

Too many actors sign with an agent and immediately let go of the wheel. Here's the reality: agents take 15%. That means you're responsible for the other 85%. If you want this, you must hustle like it's your business – because it is.

Do the work: Keep a current demo, update your casting profiles, train consistently, self-tape before you're asked, track your auditions and notes.

Agents open doors. Preparation gets you invited back. And remember: your agent wants you to succeed as badly as you do. When you grind, they grind harder. When you go silent, so do your opportunities.

Invest in Your Craft – Invest in Yourself

The industry evolves constantly. Technology shifts, story trends change, casting tastes sharpen. Corporations upgrade systems, teams, and tools to stay competitive. Actors must do the same. If you're not training, you're plateauing. If you're plateauing, you're falling behind.

Spend wisely: classes sharpen your craft, workshops expand your knowledge, private coaching builds precision, self-tapes build muscle memory.

Your instrument is you. Growth on screen starts with growth in life. Every rep builds, every scene expands your range. Mastery isn't an accident – it's architecture.

It Takes Momentum, Community, and Grit

A career isn't built on a single job; it's built on thousands of choices: to show up, to learn, to fail forward, to try again. Saskatchewan actors are proving every day that talent, discipline, and community can build something bigger than geography. So train with intention. Market with clarity. Play with heart. Your career isn't just possible. It's probable. If you're willing to professionalize your package, and build the future you want.



SAVE THE DATE!!

THE INDUSTRY SPOTLIGHT

POWERED BY: MINDS EYE ENTERTAINMENT

**See Saskatchewan's Next Big Actors
Live on November 21st**

6:00pm Doors | 7:00pm Show | 8:30pm Celebration



theWorkbook



Judges:

Kevin Dewalt from Minds Eye Entertainment

Lucas Frison from Prairie Cat Productions

Kayleen Sawatsky from CTV Morning News

Scenes:

The Wager: Bailey Bourget and Kwame Adam

Glengarry Glen Ross: Andrew Valdez and Bryan Englund

Marriage Story: Karla Webber and Monte McNaughton

Anne of Green Gables: Ely Gerspacher and Edith Nye

The Odd Couple: Sara Price and Dekoda Nelson

Spike Heels: Laura Abramsen and Sara Toleffson

Proof: Chloe Malbeuf and Lily Johnston

Seascape, Sharks and Dancer: Logan Winnicki and Ryan Riopay

NEW INCUBATOR 2026



CREATIVE INCUBATOR

6 MONTHS, 6 MONDAYS

**Stop dreaming.
Start building.**

A six-month, small-cohort (max 6) development lab designed to take your idea from concept to actionable blueprint. Whether you're crafting a screenplay, assembling a business plan, or launching a creative venture, we'll meet monthly to review progress, refine strategy, and tackle pitching, grant writing, scheduling, and budgeting. By June 1st, you'll emerge with a project ready to execute.

Complimentary for current clients and alumni (within 6 months).

LIMITED SPOTS



ACCENTS

JANUARY (2 DAY INTENSIVE)

Sound like you belong on set

Led by one of Vancouver's top accent coaches, this workshop deep-dives into British dialects and Standard American, with scene work to test your vocal agility in action. Dates TBC – limited spots!



TAKE THE STAGE

FEBRUARY-MARCH

We're mounting a bold, intimate contemporary play at The Artesian. Actors will train and rehearse weekly, diving into emotionally charged material rooted in modern western theatre. This is a chance to stretch, grow, and leave it all onstage. **Auditions by invitation**

HOW HAS SELF-TAPE CULTURE CHANGED WHAT YOU'RE LOOKING FOR – AND WHAT'S ONE THING ACTORS OFTEN OVERLOOK IN THEIR TAPES?

Again, not looking for the most technically polished audition, but just someone totally invested in the scene; make sure you can be seen very well, doesn't have to be professionally lit, but we have to see you clearly; test it out. MAKE sure you label your audition (you don't know HOW many auditions I get that just says "movie.mp4" and always send your photo and resume with every audition. And get a reader, someone you can play off of who doesn't read dead-pan; if you have to, pre-record and play your voice opposite you, I personally would rather have that than someone who just does their character and leaves the other just silent space.

WHEN YOU'RE FIGHTING FOR AN ACTOR YOU BELIEVE IN, WHAT MAKES YOU STICK YOUR NECK OUT FOR THEM?

I can give my opinion but ultimately it's the Director or Showrunner's decision; it's really the actor's reputation that has to speak for itself; my taste may not be the Director's taste but my job is to interpret the Director's taste; I can advise on the actors' reputation, other Director's recommendations, or encourage the Director to see them in a callback. I will contact the Director when I can after a project and ask for their feedback – it's a reputation that has to be built.

As one of Western Canada's premier casting directors, Brenda McCormick is a cornerstone of the Saskatchewan film and television industry. She is the person serious actors need to know—someone who can open doors and provide access to career-defining opportunities.

Her influence has helped shape countless careers, and her work continues to strengthen the industry's foundation here at home. For actors ready to level up, Brenda represents both a guide and a gateway to what's possible.

