



Frequently Asked Questions

Deadlines / Applications / Eligibility Requirements and Guidelines

1. What is the deadline for entries for AMERICA'S NEXT TOP MODEL Cycle 14? Is there a timeline for the whole process? **The deadline for entries is Tuesday, July 14, 2009. The network casting schedule will be posted to cwtv.com. Your timeline will include finding a sponsor, advertising the event, hosting the event itself and getting your tapes to AMERICA'S NEXT TOP MODEL in time to meet the application deadline.**
2. What is the absolute last day I can get tapes to the producers for America's Next Top Model 14? **Tuesday, July 14, 2009 – no exceptions**
3. Where do I find the application and eligibility requirements? **thecwplus.com (100+ markets only) and cwtv.com.**
4. When can we begin the promotion? **As soon as you have locked your location, sponsor and radio partner, sent in your sign-up form and received permission from The CW.**
5. What kind of identification is required to apply for each girl at the casting call? **Applicants should provide copies of either a driver's license or passport AND social security card or birth certificate. Please note that girls selected will need to acquire a passport if they don't have one already.**
6. Can we alter the application to suit our market? **NO. Not under any circumstances.**
7. When will the legal applications and eligibility requirements be ready? **They are already posted on thecwplus.com and cwtv.com.**

Materials

1. Will you create a customizable casting call promo and, if so, when will it be available? **Yes, we will provide a customizable :20 sec casting call on-air promo. The spot will feed the week of June 15th.**
2. Do you make posters or do we have to make them ourselves? **We do not provide special casting posters. You are welcome to make your own.**



3. Is it possible to get a Tyra Banks standee for our local casting call, even if I have to purchase it? **Not at this time.**
4. What information do I need to produce the spot for the casting call? **Location, date, time, radio partner, third-party sponsor if you have one and eligibility requirements for the upcoming cycle.**

Partners / Sponsors

1. What are the sponsor rules? **The CW must protect the show's ability to offer exclusivity and access on a national basis. There are two areas in which you need to be extremely cautious.**
 - a) **Local television stations should avoid entering into any agreements with any modeling agencies, modeling schools or career schools in connection with the casting calls. Tyra has been very vocal about the fact that you should never pay money to someone who says they can make you a star.**
 - b) **All camera shots featuring candidates should be free of sponsor logos. Signage on site should be limited (or at least easy to cut around), and signage inside should be your station logo, radio partner logo or The CW logo exclusively.**
2. What does a sponsor get? Are there things we can't promise them? **In addition to the tremendous value of a brand association with AMERICA'S NEXT TOP MODEL, sponsors can have traffic to their location, signs at the event and mention in the commercial advertising. Please be aware that they have no rights to, or access to, the girls whatsoever. Additionally, on-site participation should never include approaching or soliciting applicants in any way.**
3. Do I need to partner with a radio station? **You are not required to do so, but it makes a big difference in the exposure for the event in your market. Whether you bring a radio partner in or not, it is your station's responsibility to adequately advertise and promote your event.**
4. Do I need to have my commercial sponsor approved by The CW? **Please run the sponsor by Merry Ewing (513) 319-8500 or Nita Advani (818) 977-8601 at The CW, prior to sending your sign-up form.**
5. Can my advertiser/sponsor use the AMERICA'S NEXT TOP MODEL logo on their website? **NO.**
6. Are there any advertiser category conflicts that prohibit local sponsors for my casting call? **Modeling schools or agencies, career schools or agencies and talent agencies may not ever sponsor AMERICA'S NEXT TOP MODEL casting calls.**
7. Can I bring a commercial sponsor into the local casting call – even if it's an event produced by the AMERICA'S NEXT TOP MODEL casting team? **Possibly, but please be aware that their on-site participation will be strictly controlled. If you are interested in doing so, please notify The CW so we can actively work with you and the show to coordinate the execution on site.**



8. Are there any advertisers that are off limits for sponsorship for casting calls? **Yes, modeling agencies, modeling schools or career schools. In addition, please be sensitive to taste issues. For instance, it would not be appropriate to have a plastic surgery center sponsor at the event selling breast augmentation to 18 year-olds.**
9. Can our station hold a local (insert your city or station name) NEXT TOP MODEL event. **No. AMERICA'S NEXT TOP MODEL and variations on the name are trademarks owned by the show. You can host a local (insert city) AMERICA'S NEXT TOP MODEL event, but you may not call it (insert city) NEXT TOP MODEL event. Please contact Merry Ewing or Nita Advani at The CW with questions if you are unclear on this issue.**

Press opportunities

1. Can my station get an interview with Tyra Banks? **Tyra is not available for interviews.**
2. Can my station, radio partner or local press get an interview with the casting director? **Yes. Please contact your Affiliate Marketing Representative to make arrangements.**

Network Casting Calls

1. Will the network casting team consider my station's client location as a site for an audition? **Yes, but with approval from the show and strict guidelines on-site.**
2. What cities will the producer and casting director travel to? **The network schedule of semi-final casting sessions is posted to cwTV.com.**
3. If we don't hold a casting call, can our viewers still participate? **Yes. If you choose not to hold a local call, you can always direct your audience to cwTV.com or your local website for instructions on how to enter directly. You can also encourage your viewers to travel to the closest audition.**
4. Who pays to send a winner from my market to a semi-final call? **Your television station or perhaps your local sponsor.**
5. Can I send a news/promo camera crew with the winner and tape her audition with the casting director? **You may send a crew to chronicle your winner's experience, but they will not be allowed to tape the actual session with the casting director. Even without this piece, there are plenty of ways to capture the story. The casting director will be happy to work with you to make it worth the trip.**



Logistics

1. Could we act as judges and select contestants that we think are particularly promising and then select a winner from my market? **Yes. But even if you select a winner, the producers ask that you forward ALL the tapes to the show regardless.**
2. What if we don't have time to ask all the questions? **Ask as many questions as you have time to ask.**
3. How large should the room be? **Large enough for a girl to practice her catwalk. Also, take outside noise into consideration – the casting director needs to be able to hear each participant's interview clearly on your tape.**
4. Do you have an ANTM banner that can be used for a backdrop? **No.**
5. Can we guarantee that our winner gets to meet with a casting director in another city? **Yes. The casting director will see local winners at semi-final calls. All appointments must be cleared in advance with the casting director and directed to her through Merry Ewing or Nita Advani at The CW. You must submit the name of your local winner at least one week prior to the semi-final call.**
6. Can we give away more than one winning slot for a semi-final audition? **Any additional winning slots with "meet the casting director" prizes must be pre-approved by the casting director and will depend on the volume of requests pending in the city to which you are sending your winner. Please make sure to let us know if you're interested in asking for an exception and we will work directly with you to pull it together.**
7. Are there specific questions to ask in the interview? **Yes. You can find the questions to ask on the Audition Specifications Form which is posted on the thecwplus.com.**
8. What locations have been used for casting calls? **Hotels, malls, fitness centers, radio stations, TV stations, resorts.**

Winners

1. How do we go about sending our winner to a semi-final event in another city? **Please give your winner a letter on your station letterhead confirming who they are and then make sure the candidate is ready to travel with their application and proper forms of identification. Email the winner's name to Merry Ewing or Nita Advani a minimum of one week before their arrival. On the day of their appointment, please ask the winner to go to the front of the line and show their letter to a representative on the production staff who will notify the casting director in charge. Your winner should be ready to audition on-site by the time designated for local winners by the casting director. If they arrive late, they risk their opportunity at the "front of the line." Please confirm the**



appointment with Merry Ewing or Nita Advani when submitting your winner's name.

2. If we send a photographer to the network call with our winner, is there any way to determine exactly when she will see the casting director? (We don't want to tie up a photographer the entire day.) **How long it takes will be determined by how many "winners" are there. There is no guaranteed appointment time. Please note that casting director auditions are closed to anyone except your winner. You can send a photographer to cover the experience, but they will not be allowed inside the actual audition.**

Submitting materials

1. How many audition tapes will you take from each market? **Please do NOT create individual tapes for all your girls. Instead, run continuous tapes of the session and submit official tape logs with your materials. Putting a star by contestants you felt had potential will help flag them for the casting director and producers. The number of tapes you ultimately send depends on how many girls you see.**
2. What type of tape formats do you accept? **VHS or mini-DV tapes ONLY! All others will be returned to your station. The casting team does not have the facilities or budget to dub your tapes.**
3. How should each contest envelope appear before I submit? **On the outside of the envelope, with a big and thick Sharpie, please write their:**
 - **First and last name**
 - **Phone number to contact them**
 - **City they are auditioning in**
 - **The number they are in line**

For example, when they slate their names on camera, they will hold the envelope in front of them (not covering their faces) and it should read:

JANE DOE – (555)555-5555 - ATLANTA # 206

4. Do you need to see all the tapes or just the ones I think are good? **The casting director needs to see all the girls. All tapes should be sent to the program office address...**

**America's Next Top Model
Attn: Casting Director
2801 Ocean Park Blvd
Santa Monica, CA 90405
Phone (310) 575-1235**



5. Since the AMERICA'S NEXT TOP MODEL application is fourteen pages long, if a station has many girls show up to the call it can mean a big shipment. Can my station send the tapes and logs and then send the applications of girls you actually want to follow up with after the fact? **No. You must send all the applications with the tapes and tape logs. The producers need the release and waiver that is signed at the end of each long application.**

Affiliate Experience and Success Stories

1. What does a standard local casting call look like? Was it just a simple line up and interview? Or did some markets do something different? **Different markets handle the event different ways. Some markets collect applications, put the young women on camera and then simply forward the tapes – facilitating that process for their viewers. Other markets hold an actual competition where they awarded a local winner a chance to meet the casting director in person. One station even held an AMERICA'S NEXT TOP MODEL Boot Camp the weekend before the audition to coach the girls on the process.**

General Questions

1. When will AMERICA'S NEXT TOP MODEL Cycle 14 run? **The premiere date of ANTM Cycle 14 has not been announced.**
2. Where can I find a listing of all the local casting calls? **Updated regularly on cwtv.com, after the official tour has been announced.**
3. If the casting team is coming to town to cast for the show, can we hold a casting event before they come? **Please don't. If you hold a casting event in advance of the show's session, it can dilute participation in the network event. You also run the risk of generating applications that will not be admissible when the show DOES cast again.**
4. Can we hold more than one casting call? **Yes, provided you submit all your tapes and accompanying paperwork by the deadline.**

