RIGHTS AND RESPONSIBILITIES OF SELLING YOUR STUDENT COMMERCIAL

Congratulations, Angie’s Diner loved your student commercial and wants to put it on TV! So what do you do now?

Get SAG-AFTRA approval. The Union must approve the transaction. Sound daunting? It shouldn’t. We will want to ensure that the advertiser can pay performers scale rates (aka SAG-AFTRA minimums).

- The scale rate for an On-Camera Principal is $627.75 per 8-hour work day.
- The advertiser pays performers for the days they worked on the shoot.
- The advertiser also pays principal performers for the use of the commercial. The amount depends on where and how much they use it.

Get performer approval. You need written permission from your SAG-AFTRA performers as well. You should already be in touch with them or their agents so that they can notify you if they get a conflicting job offer.

What is “conflicting,” you ask? Exclusivity is an important concept for performers--and producers--in commercial work. As a performer becomes identified with one brand, he or she can lose work and will not be hired to advertise competing, or conflicting, products. In fact, advertisers pay performers for this exclusivity and performers have to agree not to do spots for conflicting products.

Get it in writing. Make sure all performers sign the SAG-AFTRA Exhibit A-1. This is similar to the employment contract you had them sign at the shoot, but now includes information about airing the commercial.