

## PLUS YOUTH IMPACT REPORT 2011



# IS THE NEXT BIG THING in the cards?

*Hollywood hunts for replacements as 'Harry Potter,' 'Twilight' and other power youth properties run their course*

By **TATIANA SIEGEL**

**H**arry Potter has cast his final spell. Hannah Montana performed her closing number. The “Twilight Saga” will take one last bite of the box office next fall.

Hollywood’s kid-friendly marketplace finds itself at a crossroads, as the megastars and uber-franchises of the past decade have given way to more question marks than shoo-in successors.

Conventional wisdom dictates that a new youth-driven phoenix should rise from the ashes, but the studios and fans alike find themselves still waiting for the next big thing.

“When you’re talking about the ‘Harry Potters,’ the ‘Hannah Montanas’ and the ‘High School Musicals,’ you don’t see one out there right now,” says Adam Bonnett, senior VP of original series at Disney Channel. “That doesn’t mean that the next one won’t come along in a heartbeat. It’s about finding the right kid or group

of kids with the right concept. Timing is a big part of it.”

Disney Channel has high hopes that it has already found its next behemoth with its dance-centric series “Shake It Up,” now in its second season. In fact, Walt Disney Co. has placed its corporate machine behind the property with the aim of

multiplatform expansion. Though the series spawned the reality dance competition special “Make Your Mark,” there’s no talk yet of crossing the characters over to the bigscreen in the same fashion as “Hannah Montana” and the “High School Musical” classmates.

Meanwhile, Nickelodeon is putting its muscle behind a trio of music-themed series, the Victoria Justice topliner “Victorious,” the boy band vehicle “Big Time Rush” and the upcoming pop/hip-hop/coming-of-age hybrid “How to Rock,” based on a book from Alloy Entertainment (“Gossip Girl”).

“We’re in a time where there is a shift and a changeover with the stars,” says Marjorie Cohn, president of original programming and development at Nickelodeon. “As is always the case, there’s a transition as new talent emerges.”

Similarly, the film industry is feeling its own growing pains as the multibillion-dollar “Harry Potter” franchise exited the multiplex

See **NEXT BIG THING** page 63

## Talent finds ‘tape’ is taking over the town

By **PETER DEBRUGE**

**L**ike the kids themselves, youth casting is getting tech savvy: auditions recorded by digital camera, submitted by via email or Vimeo, followed by callbacks over Skype.

“It’s become an integral part of the business,” says United Talent Agency youth guru Mitchell Gossett.

“There’s not a single casting office in town that doesn’t accept it on a daily basis” — where “it” is so-called

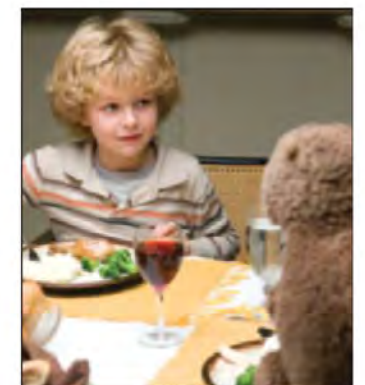
“tape,” an endearingly old-school name for the process by which actors record their own auditions via iPhone or Flip cam and submit the videos for casting consideration.

The biz still refers to it as “tape” because that’s how it started: With bulky, 3/4-inch cassettes being overnight-shipped back and forth across the country from out-of-town cattle calls. If the recordings were made overseas, they had to be transferred from PAL to NTSC before casting directors could watch them — not an easy process, even just a few years ago,

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Gossett



Jodie Foster cast Riley Thomas Stewart in “The Beaver” from a taped audition and Skype chat.

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Event gives philanthropy-conscious stars a platform for their causes. **PAGE 26**

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What do Justin Bieber and a 21-year-old Oscar nom have in common? They both made our young-achiever roster. **PAGE 31**

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TeenNick kudocast pairs engaged kids with like-minded celebs. **PAGE 67**



## POWER OF YOUTH: HONOREES

WHAT: *Variety's* Power of Youth WHEN: Tomorrow, Noon to 3 p.m.

In the spirit of encouraging altruism early, *Variety's* Power of Youth awards recognize seven young

## BAILEE MADISON

Actress hangs out at Alex's Lemonade Stand

**WHO:** At 12, Bailee Madison is one of the most accomplished actresses her age, appearing in serious dramas (like "Brothers" and "Conviction") and broad studio comedies (such as Adam Sandler

starrer "Just Go With It"). She landed the lead in "Don't Be Afraid of the Dark" after her "Brothers" co-star Natalie Portman recommended her to producer Guillermo del Toro. Next up is fam-

ily comedy "Us & Them" with Bette Midler and Billy Crystal.

**WHAT:** Alex's Lemonade Stand Foundation developed from a modest fund-raising project by cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Scott announced she wanted to erect a lemonade stand in her front yard, donating the proceeds to help find a cure for all children with cancer. Since then, the Foundation has raised more than \$45 million toward her goal, funding more than 200 research projects nationally.

**WHY:** "You are never too young to make a difference," Madison says. "Pass out some lemonade! You never know: Your \$2 could be the dollar that finds a cure!"

**WHAT'S NEXT:** A fundraising cookout featuring chef Suzanne Goin, business partner Caroline Styne, chef David Lentz and honorary hosts Neil Patrick Harris and David Burtka as part of the second annual L.A. Loves Alex's Lemonade event Nov. 6 at the Culver Studios mansion.



Cause-conscious celebs, like David Henrie, interact with kids from LA's BEST, below, at the 2010 event.



## DARREN CRISS

Star crooner gleefully supports the Trevor Project

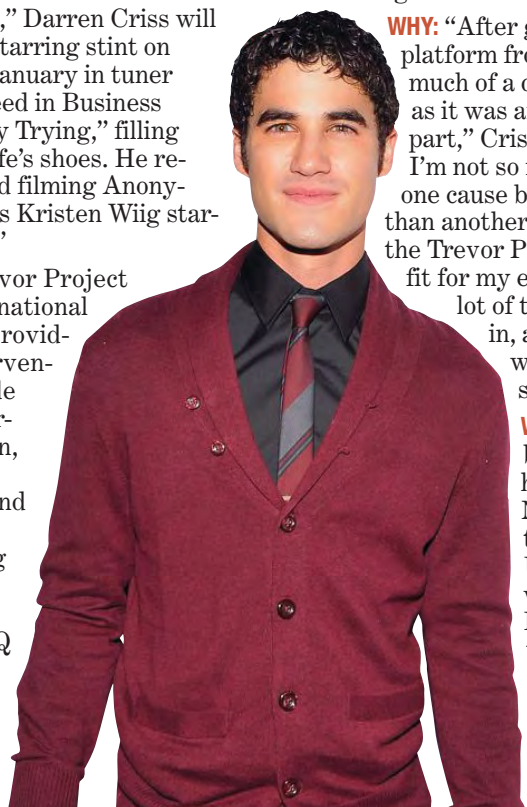
**WHO:** Best known as Blaine Anderson on Fox's "Glee," Darren Criss will make a short starring stint on Broadway in January in tuner "How to Succeed in Business Without Really Trying," filling Daniel Radcliffe's shoes. He recently wrapped filming Anonymous Content's Kristen Wiig starrer "Imogene."

**WHAT:** The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning youth. The org is determined to end suicide among LGBTQ youth by providing life-

saving and life-affirming resources.

**WHY:** "After gaining the incredible platform from 'Glee,' it wasn't so much of a decision to get involved as it was an opportunity to take part," Criss says. "I'll be honest, I'm not so much into the idea of one cause being more important than another; however, I felt that the Trevor Project was a perfect fit for my efforts. It stands for a lot of things that I believe in, as well as falls in line with much of what 'Glee' stands for."

**WHAT'S NEXT:** Annual benefit Trevor NextGen happens next month in New York. The event, to be held Nov. 4 at the Union Square Ballroom, will feature music by DJ Keo Nozari, complimentary Absolut cocktails, a silent auction and raffle prizes.



John M. Heller/Getty Images

## Care fair sets stage

By IAIN BLAIR

**H**ow times have changed. Just a few generations ago, the thinking went, "Children should be seen, not heard." Today, the power of youth increasingly holds sway, both economically and culturally, as evidenced by *Variety's* annual next-gen charity event, taking place Saturday on the Paramount backlot.

Now in its fifth year, the high-impact Power of Youth bash has become a must-attend cause for young stars, mixing entertainment in the form of live performances, activity stations, free food and people watching with an inspirational message about the importance of giving back. The program has raised \$2.5 million to date, supported once again by presenting sponsor the Hub, along with PlayStation 3, Nike, Hurley, Coca-Cola, Paul Frank, "Power Rangers Samurai" and Chipotle.

The Power of Youth initiative was created to "encourage the next great generation of our industry to support philanthropic and charitable causes," says *Variety* publisher Brian Gott. "We don't tell them which efforts to support. We tell them to pick something that touches their hearts and commit their energy to it. They are role models, and if they do that, the millions of people who look up to them will do the same."

While the remainder of *Variety's* Youth Impact Report acknowledges young stars responsible for making waves on the business front, the Power of Youth event is all about giving back — and teaching up-and-comers to make philanthropy a priority.

Past years have honored such cause-conscious celebs as Justin Bieber (supporting Pencils for Promise), Miranda Cosgrove (St. Jude Children's Research Hospital) and Shailene Woodley, who founded the All It Takes org with her mother, Lori.



WHERE: Paramount Studios, 5555 Melrose Ave., Los Angeles

## stars who leverage their celebrity for good



Justin Bieber and Bow Wow



Dylan Minnette



Variety publisher Brian Gott hangs out with 2010 POY honoree Shailene Woodley.

# for lifetime of giving

“The thing I most remember about the event last year was all the smiles,” recalls Woodley, now starring opposite George Clooney in “The Descendants.” “Everyone was so excited to be there, and all the sponsors were so giving.”

Woodley also singles out “all the little kids there, who took it all in and realized that it’s not just about having fun and going crazy, but about what we can all do to help the world and positively impact it.”

The afternoon gives the young performers a chance to mingle with representatives of the honorees’ various charities, providing a once-in-a-lifetime opportunity for seriously ill children and those in need to interact with their idols.

In the past, the teen stars have been inspired to contribute unique, impromptu performances

for the audience: One year, Cosgrove and Selena Gomez competed in a virtual dance-off, and both Miley Cyrus and Vanessa Hudgens entertained with a spur-of-the-moment karaoke performance.

For Gott, the event is important because “it mobilizes our industry’s next generation to take action, to care. These are the personalities who are defining pop culture. They can make a real — and positive — difference.”

Looking ahead, Gott sees a bright future for the event: “As long as they care, and want to make a difference, *Variety’s* Power of Youth will be their partner and a platform for them to get involved and give back.”

**Awareness makes Madison Pettis a positive role model.**



## ANGUS T. JONES

Top-paid TV teen boosts St. Jude cancer care

**WHO:** As the kid component of CBS’ hit sitcom “Two and Half Men,” Angus T. Jones has been going toe-to-toe with Emmy winner Jon Cryer and, until recently, Charlie Sheen. In September, Jones proved he is no third wheel when the ninth season of *skein*, joined by Ashton Kutcher, debuted to monster ratings.

**WHAT:** St. Jude Children’s Research Hospital, located in Memphis, Tenn., is one of the world’s premier pediatric cancer research centers. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment.

**WHY:** “I realize cancer affects all ages of people, but the kids (at St. Jude) really touch my heart,” Jones says. “Anything to make their day more ‘normal’ — a smile, a hug, a visit from someone they may or may not even know — helps take their mind off what they are going through. I can’t imagine what a difficult situation it would be to have cancer as a child. I respect St. Jude and all they do.”

**WHAT’S NEXT:** Next year, St. Jude will celebrate 50 years of pioneering research



and treatment for children with cancer and other catastrophic diseases. In the meantime, the org is engaged in the a massive effort to do whole genome sequencing of pediatric cancer tumors.

## CHLOE MORETZ

Shooting with Scorsese led her to the Film Foundation

**WHO:** Last year, Chloe Moretz appeared as a tomboy in “Diary of a Wimpy Kid,” a decades-old vampire in “Let Me In” and the ultraviolent, potty-mouthed Hit Girl in “Kick-Ass.” Her latest role, being released next month, is in Martin Scorsese’s first family adventure, the film preservation-themed “Hugo.”

**WHAT:** The Film Foundation is a nonprofit org established in 1990 by Scorsese, dedicated to protecting and preserving motion picture history by providing annual support for preservation and restoration projects at the leading film archives. Since its inception, the foundation has been instrumental in raising awareness of the urgent need for film preservation and has helped to save more than 545 motion pictures.

**WHY:** “I wasn’t aware of the Film Foundation until I worked with Martin Scorsese on ‘Hugo,’” Moretz says. “As an actor, I think the preservation work the Film Foundation does, allowing me to see the work of actors that came before, is so important. Without their efforts, I would never have had the opportunity to see the work of these inspiring actors.”

**WHAT’S NEXT:** Upcoming screenings of restored films funded by the Film Foundation include James W. Horne’s “Way Out West” (1937) starring comedy duo Laurel and Hardy on Oct. 26 at L.A.’s Hammer Museum, and the Nov. 9 screening of Curtis Harrington’s “Night Tide” (1961) at the U. of Colorado at Boulder.

— Profiles by Addie Morfoot





# **The Power of Youth shines bright at *R.L. Stine's The Haunting Hour* series on *The Hub*, and we could not be more proud!**

We thank all of our stars for making the show such a special experience for the entire family, and more importantly, for being such great young people.

## **You rock!**

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KERRIS DORSEY	QUINN LORD	BOOBOO STEWART
SARAH DUGDALE	BAILEE MADISON	GREGG SULKIN
JODELLE FERLAND	BRENDAN MEYER	BRIANNE TJU
ZACHARY GORDON	DYLAN MINNETTE	ARIEL WINTER
NOLAN GOULD	MADISON PETTIS	

**And congratulations to Bailee Madison.....one of Variety's 2011 Power of Youth honorees, for her work with Alex's Lemonade Stand. The youth of today is crucial to our future tomorrow and we are glad The Power of Youth is on the case!**

***From Executive Producers Dan Angel, Billy Brown***

**and all our partners at**





## POWER OF YOUTH: HONOREES



### HAYDEN PANETTIERE

Whaleman founder helped get her feet wet

**WHO:** Hayden Panettiere has been working steadily since appearing as a young girl on sudser "One Life to Live" and "The Guiding Light," but in 2006, her breakthrough performance came in the form of an indestructible teen on NBC's hit "Heroes." Since the skein's 2010 conclusion, Panettiere has been busy. The thesp's television and film credits include "Scream 4," "Amanda Knox: Murder on Trial in Italy," and "I Love You, Beth Cooper."

**WHAT:** The Whaleman Foundation is an oceanic research, conservation and wildlife film production organization dedicated to preserving and protecting dolphins, whales and their ocean habitat.

**WHY:** "I did a movie when I was 15 called 'Shanghai Kiss,' and Jeff Pantukhoff, the founder and creator of the Whaleman Foundation was actually working on the crew," Panettiere says. "He knew I was a big fan of animals, and during the last days of filming, he approached me and said, 'Look, I know you love animals. Can I show you what I do with dolphins and whales?'" Panettiere now serves as the org's international spokesperson.

**WHAT'S NEXT:** The fifth annual eBay charity auction and a reality series based on the org's mission statement.

**WHO:** Actress Hailee Steinfeld's breakthrough performance in Joel and Ethan Coen's "True Grit" led to an Academy Award nomination and the part of Juliet in Carlo Carlei's adaptation of "Romeo and Juliet" set for a 2012 release.

**WHAT:** Share Our Strength is a national nonprofit with the goal of ending childhood hunger in America via donations, volunteer opportunities and creative fund-raisers, such as Taste of the Nation and the Great American Bake Sale.

**WHY:** "Jeff Bridges introduced me to (Share Our Strength) last year while we were doing press for 'True Grit,'" Steinfeld explains. "It seemed impossible to me that in this amazing country we'd have such a problem. (As the national spokesman for the org's No Kid Hungry campaign), Jeff thought adding more voices to the movement would help, especially other actors and actresses, musicians, directors and people in the entertainment industry who had a national platform to help Share Our Strength spread awareness. He's really a model for how a celebrity can support a worthwhile cause, and I was really inspired by his hard work and dedication. Watching how much time he put into helping Share Our Strength made me realize I really had something genuine to offer."

**WHAT'S NEXT:** Steinfeld will attend November's fundraiser, No Kid Hungry Los Angeles Dinner, featuring chefs from the show "Top Chef Masters."

### HAILEE STEINFELD

Co-star Bridges turned her on to Share Our Strength



### RICO RODRIGUEZ

'Family' player supports Camp Ronald McDonald

**WHO:** Rico Rodriguez plays Ed O'Neill's deadpan stepson, Manny, on the Emmy-winning ABC sitcom "Modern Family."

**WHAT:** Camp Ronald McDonald for Good Times won Rodriguez over with its cause: Founded in 1982 by a group of individuals who dreamed of a place where children who have had their lives devastated by childhood cancer could recapture what being a child is supposed to be, the camp programs provide year-round support for families and children impacted by cancer. Camp is offered to any child from infancy to age 18 who has had cancer or a similar condition or who has a sibling with one of these diseases, at any stage of illness or treat-

ment — at no cost to their families.

**WHY:** "It breaks my heart to see kids who are sick with cancer, AIDS and other illnesses like that," Rodriguez says. "What stood out about Camp Ronald McDonald for Good Times was that they help kids. They help them have fun and go to camp where they have arts and crafts, drama club and they get to play sports. The camp runs all year round, and about 1,900 kids went to camp last year."

**WHAT'S NEXT:** Rodriguez will attend Camp Ronald McDonald's 19th annual Halloween Carnival on Sunday on the Universal Studios backlot.

— Profiles by Addie Morfoot



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## YOUTH IMPACT REPORT: BIGSCREEN KIDS

As Hollywood's thriving 21-and-under talent set continues to drive franchises in film, TV, music and the Web, Variety showcases the biz's most dynamic young stars — plus the over-21 pros who showed them the ropes

### TAYLOR LAUTNER

'Twilight' star draws Quick Six

Thanks to the billion-dollar-grossing "Twilight" franchise, Taylor Lautner already has a lock on the young girl demo. Looking to expand that core audience to include

**Impact:** The top-earning teen thesp produced his first solo starring vehicle, "Abduction."

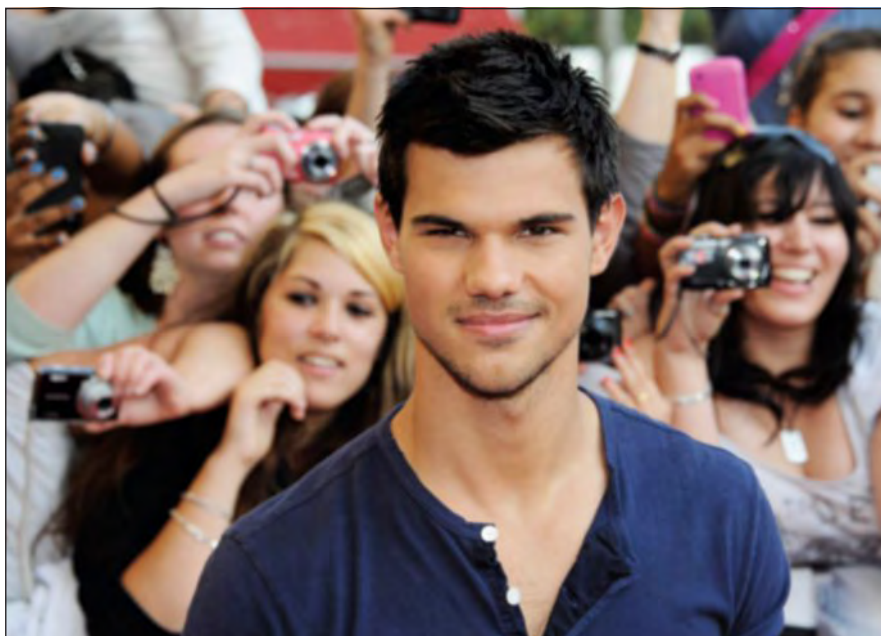
**Next:** "Breaking Dawn," parts 1 and 2, divides the final book in Stephenie Meyer's "The Twilight Saga" into two tentpole releases for Summit.

**Causes:** None

young men, the 19-year-old heart-throb took a calculated gamble with Lionsgate's recent \$35 million action-thriller "Abduction," in which he starred as the teenage son-on-the-run of a CIA agent. And while the film's anemic opening (barely \$11 million) suggests he isn't yet ready to be launched into action-hero stardom, Lautner, reportedly the

highest-paid teen actor in town, has plenty of other options in front of him.

The former karate champion, whose credits include "Valentine's Day" and "The Adventures of Sharkboy and Lavagirl 3D," is actively look-



Francis Durand/Getty Images

ing to move more into producing. His shingle, Quick Six Entertainment, co-produced "Abduction" and is attached to Universal's "Stretch Armstrong" and the sci-fi drama "Incarceron." And then of course there are the two remaining "Twilight" series films, both directed by Bill Condon.

"I'd never worked with Taylor before, but right away I saw that he has that special quality of being very pres-

ent on screen, and his big, vivid real-life personality translates intact to the screen," Condon says. "The camera just loves his face, but he's not just a pretty face — he also has a very strong work ethic. He had some great ideas and a lot of input into the films and his character. Of course, he knows Jacob Black better than I ever could, so I was just working from him a lot."

— Iain Blair

### JENNIFER LAWRENCE

Oscar nominee hungry for spotlight

This year opened for Lawrence with a host of accolades, from critics' awards to an actress Oscar nom for her role in "Winter's Bone." If that wasn't enough to jumpstart the Kentucky-bred newcomer's career, Lawrence won the

**Impact:** Earned an Oscar nom for "Winter's Bone," followed by notable supporting roles in "X-Men: First Class," "The Beaver" and "Like Crazy."

**Next:** "The Hunger Games," horror-romance "House at the End of the Street" and David O. Russell's "The Silver Linings Playbook."

**Causes:** None

much-coveted role of Katniss Everdeen in Lionsgate's "Hunger Games" adaptation, directed by Gary Ross. The announcement made Lawrence a household name, particularly among fans of the young-adult best-seller.

Lawrence beat out scores of talented rising stars for the part, from fellow Oscar nominees Hailee Steinfeld and Saoirse Ronan to Abigail Breslin and Chloe Moretz. Despite fan grumblings that

Lawrence was too old to play the 16-year-old protagonist, Ross said her audition "was so amazingly powerful that it was sort of stunning."

"I absolutely cast the right person for the role," Ross told Entertainment Weekly. "It was the easiest casting decision I ever made in my life."

While shooting "Hunger Games," Lawrence appeared opposite James McAvoy and Michael Fassbender in "X-Men: First Class" and with Mel Gibson in Jodie Foster's "The Beaver." But as career-changing as 2011 has been, the 2012 release of "Games"

could transform Lawrence into a pop-culture phenomenon on the level of "Harry Potter" star Daniel Radcliffe or "Twilight's" Kristen Stewart.

"I knew that as soon as I said yes, my life would change," she told Entertainment Weekly. "And I walked around an entire day thinking 'It's not too late, I could still go back and do indies, I haven't said yes yet, it's not too late.'"

— Sandie Angulo Chen



Donna Ward/Getty Images

### ELLE FANNING Dakota's kid sis grows up



Neil Anderson/WireImage.com

While Elle Fanning may have started off her career at the age of 4 playing younger versions of her sister Dakota both in film (the Oscar-nommed drama "I Am Sam") and on TV (the 2002 mini "Taken"), the Georgia-born actress has emerged from the shadow of her older sister thanks to a pair of high-profile roles.

First up was an impressive turn as a bored movie star's common-sense daughter in Sofia Coppola's "Somewhere," a study of celebrity burnout that won the Golden Lion at Venice last year. "She can hold her own with any adults," says Coppola. "She can do anything. She's smart and has good ideas, good taste. She's very natural and just has that rare quality that you want to watch her."

Fanning then co-starred in J.J. Abrams' retro sci-fi thriller "Super

8," the only name among a cast of unknown child actors. Since then, Fanning, now 13, worked with Coppola pere as a ghost named V in the Toronto-launched "Twixt," based on a dream the director had. She also has a substantial role in Cameron Crowe's "We Bought a Zoo," a dramedy starring Matt Damon and Scarlett Johansson, about a Brit family who use their life savings to buy a dilapidated zoo, out December.

**Impact:** Between "Somewhere" and her standout role as the lone girl in "Super 8's" all-boy ensemble, distinguished herself from Dakota.

**Next:** Set to star opposite Alfred Molina and Neve Campbell in "Vivaldi," a biopic of the famous composer's early life.

**Causes:** Best Buddies and Shane's Interest.

With impressive choices in both projects and respected directors (David Fincher on "The Curious Case of Benjamin Button" and Alejandro Gonzalez Inarritu on "Babel"), Elle Fanning looks more and more likely to give her older sister a run for her money.

— Iain Blair

### ALUMNI UPDATE

**XAVIER DOLAN:** After winning acclaim with "I Killed My Mother" and "Heartbeats," the young helmer spent 2011 shooting his third feature, "Laurence Anyways."



**NICHOLAS HOULT:** Played Beast in summer smash "X-Men: First Class" (\$353 million worldwide). Next up are "Jack the Giant Killer" and "Mad Max: Fury Road."



**ZACHARY GORDON:** Fox released "Diary of a Wimpy Kid: Rodrick Rules" a year after the original, earning \$52.7 million. The third installment is due next August.



**AARON JOHNSON:** Appears in "Albert Nobbs" with Glenn Close and Mia Wasikowska. Now filming "Anna Karenina," to be followed by Oliver Stone's "Savages."







ENTERTAINMENT

*proudly salutes*



# Chloë Grace Moretz

*for her support of the Film Foundation*

*and on being named one of*

**Variety's Power of Youth Honorees**

VARIETY  
POWER OF  
YOUTH



## YOUTH IMPACT REPORT: BIGSCREEN KIDS

### SAOIRSE RONAN

Trusting her killer instincts

**A**t age 17, Saoirse Ronan has already worked with Peter Jackson, Peter Weir and Joe Wright. For her pivotal role as the younger sister in the celebrated period epic "Atonement," Ronan found herself an Oscar and Golden Globe nominee — and you get the feeling that it's all just a warm-up act for this young Irish actress.

**Impact:** Played the titular teen assassin in "Hanna"; trekked across India as a Polish orphan in Peter Weir's "The Way Back."

**Next:** Preparing to play a vampire in Neil Jordan's "Byzantium."

**Causes:** Ambassador for the Irish Society for the Prevention of Cruelty to Children; supports animal welfare group, Irish Blue Cross.

"It's been a little bit of luck that these projects have come along and great directors have been attached to them," Ronan says. "If you're a fan of their work, you can have confidence that you might be part of something special."

The logline for Ronan's latest movie, "Violet & Daisy," may sound an awful lot like "Hanna," and yet this dark comedy, which debuted at the Toronto Film Festival, takes a very different approach to the concept of an underage assassin. Next, Ronan will join the teen vampire phenomenon, playing a bloodsucker in Neil Jordan's horror story "Byzantium." "There's a bit of romance, but it's definitely not 'Twilight,'" she says.

Not that Ronan has anything against "Twilight" or its creator,

Stephenie Meyer. In fact, after finishing "Byzantium," she'll segue straight to "The Host," also written by "Twilight's" Meyer, playing a strong-willed Earth girl in the sci-fi romance. Andrew Niccol will direct, adding to Ronan's list of celebrated collaborators.

For career advice, Ronan looks to her actor father, Paul, a man with a keen eye for good material.

"It's handy to have him, that's for sure," Ronan says. "If I don't feel passionate about something, then obviously I won't do it. But I treasure his opinion."

— Glenn Whipp



George Fimentel/WireImage.com

### EMMA WATSON

Works like a charm

**F**rom moment one, Emma Watson was Hermione Granger. "From the very first screen test, she was the one person everyone — the studio, the producers — agreed was Hermione. There really wasn't any discussion," says Chris Columbus, director of the first two "Harry Potter" films.

**Impact:** Spent the last decade playing Hermione Granger in the hit Harry Potter franchise.

**Next:** Attempts her first non-Potter starring role in "The Perks of Being a Wallflower."

**Causes:** Camfed

And for an actress who'd never appeared onscreen before, "She seemed to carry with her a sense of professionalism, almost as if she'd been doing it for several years," Columbus recalls. "She had a maturity about her that gave her an ease as an actress."

Now, eight films and several broken box office

records later (the last film achieved a high-water \$169 million opening weekend), Watson is leaving the world of "Harry Potter" and venturing into more grounded, greenscreenless territory. And the Muggle world is more than happy to snatch her up.

In addition to a small part in "My Week With Marilyn," she just wrapped the lead in "The Perks of Being a Wallflower." The book adaptation, which co-stars Logan

Lerman, takes place at a typical Pennsylvania high school — a far cry from the Hogwarts set where Watson was tutored.

As the actress recently told the New York Times, she prepared for the role by emailing all her friends to ask about their time in high school. Her first prom took place on the set of the film.

But Columbus thinks she's more prepared than she might realize. "Over the last few films, she really had that level of adolescent complexity — where a lot of your emotions are bubbling to the surface," he says. "That's going to be a wonderful transitional thing to carry over to 'Perks.'" — Steve Heisler



Mike MacLain/WireImage.com

### ZOE HERAN

French girl transforms into 'Tomboy'

**I**magine "Boys Don't Cry" with 10-year-olds. In "Tomboy," a girl uses her family's recent move to reinvent herself as a boy to her new group of friends. Such a scenario would be challenging for any actress, but factor the character's age into the equation, and it's no wonder "Tomboy" has been collecting prizes on the fest circuit since its February debut in Berlin, where the film earned the GLBT-focused Teddy jury award.

Working on a tight deadline, director Celine Sciamma knew the film would work only if she found a child actress capable of pulling off the character's transformation. "What I normally would have done is something we call 'casting sauvage,' which is searching in the streets, school theaters and so on. This time, I only had three weeks to complete the casting," she says. "I spread

the word that I was looking for a girl who looked like a boy, and the word came back that there was this special little girl who was not working much because she did not look like the others."

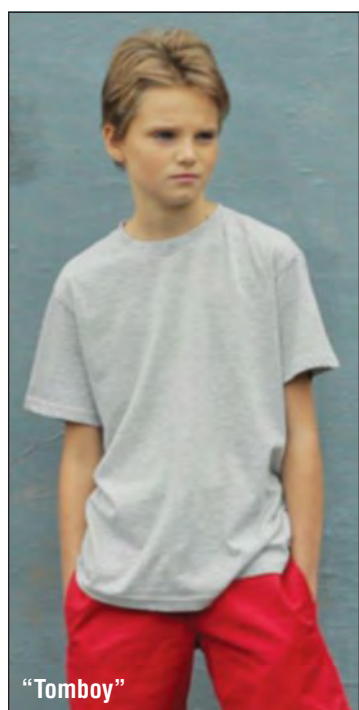
**Impact:** The Berlinale discovery has been winning awards for her gender-bending role in "Tomboy."

**Next:** Heran is focused on school for now, but hopes to act again.

**Causes:** None

Sciamma knew she'd found her tomboy when Zoe Heran came in for the first day of auditions, despite the fact the actress showed up with long hair and girly clothes. "The thing I wanted but didn't expect to get is how intense she is. That's hard to picture for a kid. Even when she's doing nothing, something is happening," says Sciamma, who gave Heran a boyish haircut a month before shooting so the actress could start playing with her new identity. "To get the right performance, you have to make it all a big game, and that was really the spirit on the set."

— Peter Debruge

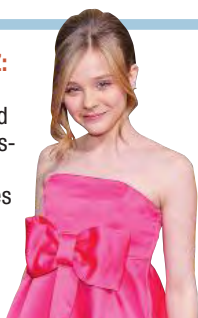


"Tomboy"

### ALUMNI UPDATE

#### CHLOE GRACE MORETZ:

Appears in fall fest pics "Texas Killing Fields" and "Hick," plus Martin Scorsese's New York-teased "Hugo." Has three movies slated for 2012.



#### NOAH RINGER:

Followed up "Airbender" with Universal's sci-fi/western mash-up "Cowboys & Aliens," which stalled just shy of \$100 million domestic.



#### JADEN SMITH:

The "Karate Kid" star is set to appear in M. Night Shyamalan's "One Thousand A.E." with his dad, Will Smith.



#### KODI SMIT-MCPHEE:

The "Let Me In" star wrapped shooting Ari Folman's "The Congress" in February. Voiced Norman in Laika's supernatural stop-motion pic "ParaNorman."



## YOUTH IMPACT REPORT: BIGSCREEN KIDS

## HUNTER McCracken Texas tyro grows on 'Tree'



"The Tree of Life"

How's this for the first — and so far only — entry on your resume: playing the lead role in Cannes Palme d'Or-winning art film "The Tree of Life," directed by Terrence Malick? Oh, and that pivotal debut role? In addition to booking more screen time than costar Brad Pitt, the character grows up to be none other than Sean Penn.

Not bad for Hunter McCracken, a Texas kid who'd never acted before, yet still manages to deliver a riveting, fully lived-in performance as the sensitive son who squirms under the harsh thumb of his disciplinarian father (Pitt).

McCracken was playing on the school playground in Clifton when he was scouted by the filmmakers, who spent a year searching for the three boys to play the O'Brien brothers. They sifted through more than 10,000 kids in Texas schools, watching boys interacting, before they narrowed it down.

"We found Hunter a year

**Impact:** The unknown thesp carries Cannes hit "The Tree of Life."

**Next:** Still at school, McCracken, who likes to hunt and fish, is considering other acting projects.

**Causes:** None

before we actually cast him and considered casting him in another role," says co-producer Nicolas Gonda. "But over that year, Hunter matured, and we discovered he possessed the qualities of the hero Jack. And when he began working with Jessica, we saw the chemistry was amazing and he had this great depth and sensitivity. The more we shot, the more we realized he was extraordinary."

Gonda notes that McCracken's seasoned co-stars were equally impressed. "Jessica often said, 'He's one of the greatest actors I've ever worked with' — and here's a kid with no training whatsoever. Just an amazing natural talent."

— Iain Blair



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## YOUTH IMPACT REPORT: BIGSCREEN CHAPERONES

### MARK JOHNSON

Playing 'Narnia' nanny

If it weren't for Clint Eastwood, Mark Johnson might not have discovered the hidden talents of child actors.

As a producer of Eastwood's 1993 kidnapping drama "A Perfect World," Johnson witnessed Eastwood's meticulous handling of his young star, inexperienced 7-year-old T.J. Lowther, opposite leading man Kevin Costner.

"Clint had a pretty amazing way to work with children," says Johnson, a producer of the "Chronicles of Narnia" films. "I would look at him



and say, 'I don't know if we have that moment we were looking for,' but Clint would say, 'Trust me,' and he would find what he needed to make a shot work. Sometimes it may have been when the boy didn't even know he was acting. Clint could see what the rest of us couldn't."

**Impact:** Shepherded the two youngest "Chronicles of Narnia" stars into leading roles in "Voyage of the Dawn Treader."

**Next:** The adaptation of the classic Chicano coming-of-age story, "Bless Me, Ultima."

**Causes:** Westside Children's Center, which his wife, Lezlie, founded in 1987.

That experience persuaded Johnson that kids have a special naturalness in front a camera; they can be genuine and eager to please, without the "emotional baggage" of adults.

"I've done a lot of productions with children, and I've never experienced anything like some of the horror stories that prompted W.C. Fields to say what he said," he observes. "If there's ever a problem, more often than not it's with the parents not the child."

In the past 12 months, Johnson has served as producer on the child-starring chiller "Don't Be Afraid of the Dark" as well as "The Voyage of the Dawn Treader." The third "Narnia" installment shifted the focus from all four Pevensie siblings to the youngest two, played by Skandar Keynes and Georgie Henley.

"They were secretly happy they were getting out of the shadow of the two older siblings," Johnson says. "We don't have a plan yet for the next one, but I would be heartbroken if it didn't continue."

— Sandie Angulo Chen

J.J. Abrams wanted "Super 8" to resemble his own experience at a young age, when he goofed around with friends making amateur movies and creating low-grade special

**Impact:** Built a tentpole starring five unknown kids with "Super 8," which earned \$127 million domestic.

**Next:** Producing "Mission: Impossible's" fourth installment, "Ghost Protocol," directed by Brad Bird.

**Causes:** The Children's Defense Fund. He and wife Katie co-chair org's L.A. fundraising dinner.

effects from scratch. Or as he puts it, "The feeling of being involved with a crazy way of expressing ourselves. But obviously, this was a story that would require a young cast."

And not just any young cast. "We were looking for that sense of innocence that seems to be harder to find in kids today than 30 years ago," he says. "And after sitting through a number of casting sessions (with casting director April Webster), it became clear that kids who are already working had

### J.J. ABRAMS

Created 'Super' parts for six kids



a confidence that seemed counterintuitive to the kids I needed."

To sell the studio on casting almost exclusively unknown child actors (with the exception of Elle Fanning), Abrams brought out the big guns: Steven Spielberg. "I'd always wanted to work with him, and if anyone could help get a movie like that made, it was him," he says. "The

studio felt like there was an insurance policy knowing he was involved."

To get natural perfs, Abrams created a mutually respectful environment that made them feel comfortable. "I talked to the kids before we shot and told them we were all working for the movie; the crew was not there to serve them," he says. "There's nothing uglier than entitled kids."

Abrams also cast actors at precisely the right moment in their own development. "We wanted kids on the verge of young adulthood," he says. "Three weeks after filming, I called Riley (Griffiths), who plays Charles, and his voice had dropped two octaves. We just missed what would have been a nightmare."

— Steve Heisler

### MARYANNE REDPATH

Making Berlin safe for young cineastes

Some sprocket operas cater specifically to kids, like Giffoni and the Chicago Intl. Children's Film Fest. Others, including Tribeca and Toronto, select a handful of innocuous films specifically for young auds. But by far the most provocative lineup of youth-focused cinema can be found in the Generation section of Europe's biggest film fest, the Berlinale, and the woman responsible is Maryanne Redpath.

Hailing from New Zealand, Redpath began working for the Berlinale's Kinderfilmfest section (as it was then known) in 1993 as an assistant to then-director Renate Zylla. She became co-director with Thomas Hailer in 2002 and six years later was appointed sole head of the section.

Liberated from the premieres-only rule of the Berlinale's main sections, Generation has in recent years earned a reputation as the fest's best-programmed, most rewarding strand section, as Redpath and her team scour



the globe for challenging new work. This has led to some tough, thematically outre selections — as one U.K. buyer put it, "films more about kids than for them" — and also a few coups.

**Impact:** The Generation topper provides a platform for edgy pics featuring young talent.

**Next:** "Strengthen our relationship with the European Film Market and our partners in the industry."

**Causes:** Generation's Young Journalists project, which invites junior critics to cover the fest.

This year's lineup, for example, saw the European preem of Zhang Yimou's "Under the Hawthorn Tree" and well-regarded U.S. indie "Jess + Moss," hot on the heels of its Sundance bow.

While attendances are strong (60,000 visitors in 2010), Generation selections tend to be overshadowed by bigger names in the main program. And the decision to base the event in the Haus der Kulturen der Welt, in the Tiergarten, gives Generation a home of its own — but also distances it from the main festival, over a mile away in Potsdamer Platz.

— Shane Danielsen

### ALUMNI UPDATE

**KRISTEN STEWART:** The last two installments of the "Twilight" saga are in the can; the first bows in November. Now filming Universal's "Snow White and the Huntsman."



**MIA WASIKOWSKA:** Had a busy year, starring in "Jane Eyre" and Gus Van Sant's "Restless." Also appears in fall awards hopeful "Albert Nobbs."



**THOMAS BALMES:** Led jury at Flahertiana film festival. No word on helmer's next project, though "Babies" took five years from inception to theaters.



**CHRIS COLUMBUS:** The "Percy Jackson" helmer produced "The Help," which has grossed more than \$163 million domestically.



## YOUTH IMPACT REPORT: BIGSCREEN CHAPERONES



### MATTHEW VAUGHN

Shaping new generation of heroes

In his last two films, blockbuster “X-Men: First Class” and irreverent indie “Kick-Ass,” helmer Matthew Vaughn has tackled iconic superhero sagas that are, at their core, about young people — albeit exceptional kids struggling to understand their unique powers.

His most recent pic effectively reboots Fox’s hit “X-Men” franchise, turning back the clock to find the Marvel mutant crew coming together amid the Cuban Missile Crisis. Whereas adults played the roles in the series’ earlier screen iterations, Vaughn’s take serves as a revisionist origin story of sorts, presenting teen versions of the iconic characters, played by such rising young stars as Nicholas Hoult, Jennifer Lawrence, Lucas Till and Caleb Landry Jones.

“Traditionally in the X-Men lore, their powers come out during puberty. It’s always been an analogy for that,” says franchise producer

Lauren Shuler Donner, who adds they tapped Vaughn because he could deliver the film’s Cold War context and Bond-like undertones, while still capturing the emotional immediacy of each scene.

A massive international hit, “First Class” earned an A- CinemaScore rating from audiences under 25 and cumed more than \$350 million worldwide during its theatrical run. Doubly impressive is the fact that he was able to earn \$96 million for his previous film, “Kick-Ass,” a far darker and more obscure comicbook adaptation that Vaughn produced through his own shingle, Marv Films.

In addition to showcasing young stars Aaron Johnson and Christopher Mintz-Plasse in key roles, the black comedy also featured then-13-year-old Chloe Moretz as Hit Girl, an underage assassin with a sailor’s vocabulary and a real appetite for violence.

— Michael Sullivan

**Impact:** Rewrote the superhero movie rules with “X-Men: First Class” and “Kick-Ass,” giving several young actors career-making roles in the process.

**Next:** In development on a “Kick-Ass” sequel, on which he’ll serve as producer.

**Causes:** None

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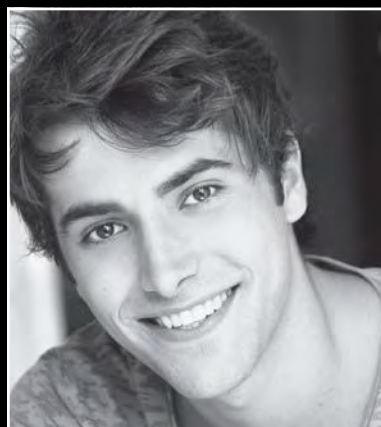




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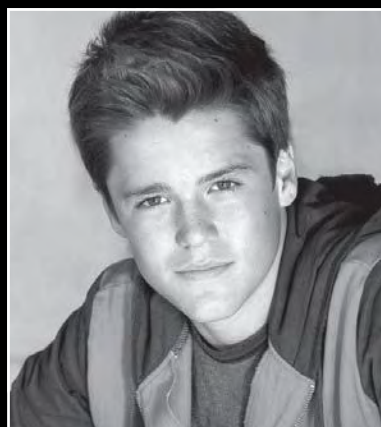
**Paul Butler**  
*Criminal Minds*  
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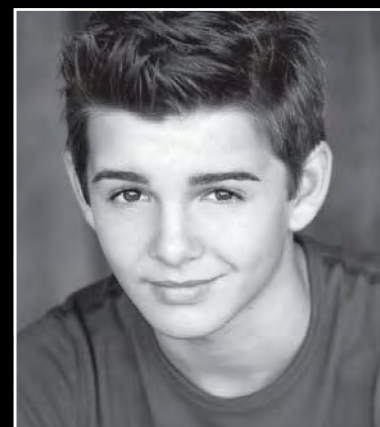
**Gabreon Womack**  
*Hung - Recurring*  
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**Charlie Depew**  
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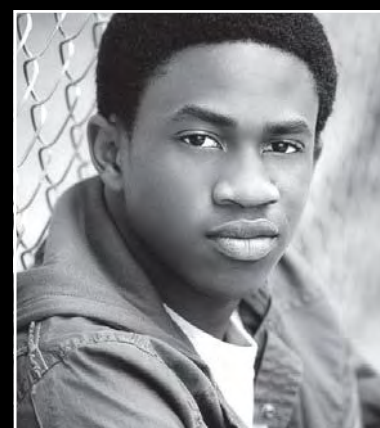
**Niko Stathakis**  
*Green Story - Supporting*  
*The Price - Supporting*



**Samantha Bailey**  
*The Young & The Restless - Series Regular*  
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## YOUTH IMPACT REPORT: CHANNELING THE

## SARAH HYLAND, NOLAN GOULD &amp; ARIEL WINTER

'Modern Family' moppets

After three seasons of working together on "Modern Family," the three young actors who play the Dunphy kids are pretty close. Sarah Hyland, the 21-year-old who portrays 16-year-old Hayley, says Ariel Winter — the middle at 13, both on-screen and off — has begun coming to her for dating advice. Meanwhile, Nolan Gould (only a few months younger than Winter, despite playing her much-younger brother Luke) asked Winter to teach him how to talk to girls.

The kids are growing up so fast. And though their uncanny onscreen chemistry remains the same, all three Dunphy children are watching as their careers mature.

"They have found a way to fall into a natural rhythm that doesn't look too polished," says Christopher Lloyd, who shares showrunning duties with Steven Levitan. And after three seasons, "They take new stuff on the fly and just score with it."

Hyland has a big year ahead: She'll star in "Geek Charming" alongside her boyfriend, Matt Prokop, in November, then follow it up with two features in 2012, "Gay Dude" and "Struck by Lightning."

That's a lot of Hayley-like teenage roles. But playing younger, particularly on "Modern Family," doesn't

faze her. "I get to be a stupid teenager during the day, then go home to my boyfriend and thank God my life isn't like that anymore," she says.

On the flip side, since Winter plays so close to her actual age, "I go through the same things Alex does," she says.

Her other projects let her freak flag fly. She'll next appear in "Fred 2: Night of the Living Fred," playing the stalker of YouTube darling Lucas Cruikshank.

For Gould, "Modern Family" offers an opportunity to play against type. Whereas Luke is impulsive and sometimes dim-witted, Gould is a member of Mensa. Though he only recently turned 13, he is already in 10th grade. His activity of choice? Watching "Mythbusters."

Also, playing violent videogames like "Call of Duty: Black Ops." "I'm a boy; I like shooting things and I like blowing things up," he says, betraying a little bit of his Luke side. Plus, he adds, "I love doing physical comedy — getting fake punched."

In addition to his small role in last summer's "Friends With Benefits," Gould has more bigscreen work planned in "Ghoul," a horror film, and 2013's star-studded "The To-Do List."

— Steve Heisler

**Impact:** The SAG-winning "Modern Family" stars are branching out into bigscreen work.

**Next:** All three thespians have multiple pics in the pipeline.

**Causes:** Hyland assists No Kid Hungry and the George Lopez Foundation for Kidney Patients; Winter aids No Kid Hungry, GLSEN and the anti-bullying "Be a Star" org; Gould supports Starlight Children's Foundation, Alex's Lemonade Stand and Special Olympics.

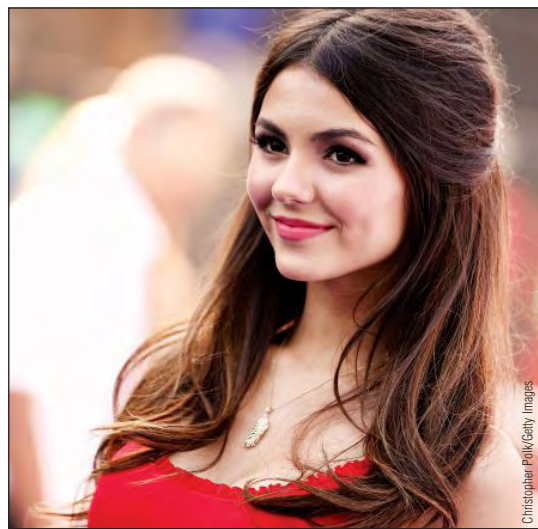


## VICTORIA JUSTICE Nick starlet eyes bigscreen debut

Review Victoria Justice's credits and one thing is clear: It's not just Nickelodeon behind her; she's the darling of Viacom. Dan Schneider created the Nick TV series "Victorious" as a starring vehicle for his former "Zoey 101" actress, she's got a much-hyped track on the "Footloose" soundtrack and she'll star in Josh Schwartz's "Fun Size" for Paramount.

"She's beautiful enough to be a model, yet as an actress, she's fearless in her comedy. She'll commit to anything to make something funny," says Paula Kaplan, Nickelodeon's executive VP of talent. "And of course, she can sing. That's a rare commodity."

Set at a performing-arts high school where Justice has ample opportunity to demonstrate her various skills, "Victorious" is Nick's highest-rated series among kids 6-11 and earned a 2011 Emmy nomination. The song-filled skein is



Christopher Palk/Getty Images

a joint venture with Sony Music, who released a tie-in album with performances by Justice and the cast that hit the Billboard Top 200 chart at No. 5. Hoping to capitalize on that success, Justice is busy writing songs for her first solo album.

The 18-year-old will also branch out from her Viacom support network, making her feature debut in Warner Bros.' "The First Time." "The character I play is different from what I'm doing on Nickelodeon, which is very good for me and very refreshing," she says.

Justice believes the key to her success is being strategic about her choices. "I'm staying true to myself and to scripts that I like and I want to be a part of," she says. "I'm not going to do things just for the money or just for attention. I want to carve out a career."

— Tara McNamara

**Impact:** Parlayed the success of her popular "Victorious" show into a music career.

**Next:** Feature films "Fun Size" and "The First Time," plus a solo album through Sony/Columbia.

**Causes:** Girl Up, a U.N. Foundation campaign that encourages girls in the U.S. to help create a better future for girls in developing countries.

## ALUMNI UPDATE

**RICH ROSS:** "Prom" was a bust, but Disney's summer pics hit it big: "Pirates 4" topped \$1 billion and "Cars 2" exceeded \$500 million worldwide.



**CHRIS COLFER:** Won a Golden Globe for his role on "Glee." Recently wrapped "Struck by Lightning," a feature he wrote and starred in.



**MIRANDA COSGROVE:** "iCarly" is still Nick's top series. After releasing five-song EP "High Maintenance" in March, she embarked on Dancing Crazy summer tour.



**RICO RODRIGUEZ:** The "Modern Family" scene-stealer has been snagging noms and kudos (including an Alma Award). The show won five Emmys in September.



## YOUTH IMPACT REPORT: CHANNELING TALENT



## EDEN SHER, CHARLIE McDERMOTT &amp; ATTICUS SHAFFER

ABC's 'Middle' children

Last season, 8.2 million people tuned in to ABC's "The Middle," making Atticus Shaffer, Eden Sher and Charlie McDermott three of the most-watched young actors in prime-time. They aren't just window-dressing either; showrunners Eileen Heisler and DeAnn Helene going out of their way to create significant plots for each of the Heck kids in every episode.

"Atticus is a brilliant kid who has crazy comedic timing — that was a difficult role, based on my son, who is kind of that way," Heisler says.

"Eden plays things very real, and we constantly tell her that (her character) will be a great adult, but she'll have to suffer through some pain along the way. Charlie does unexpected things. He's also very physical, so we write things for him that way."

Of the three, Shaffer has become something of an audience favorite, landing solo latenight

**Impact:** The three young actors hold their own against onscreen parents Patricia Heaton and Neil Flynn on ABC's "The Middle."

**Next:** Shaffer continues his role as Albert on Disney's toon "Fish Hooks," also contributing his voice to Tim Burton's stop-motion "Frankenweenie" feature.

**Causes:** Shaffer is involved in cancer awareness org Sean's Fund, Wildlife Learning Center and anti-bullying campaigns. Sher supports Cross Cultural Solutions (for which she recently visited India), Run for Her and AIDS Project Los Angeles.

appearances on Conan and Leno in the last year. The actor, who was born with ostiogenesis imperfecta (or "brittle bone disease"), is surprised when people recognize him in person.

"I don't always expect it," he says. "When I'm hanging out at Target and people are staring at me, I'm thinking, 'Am I doing something wrong? Did you see

me pick my nose or something?'"

According to Shaffer, he's a lot like his character Brick from the show, except, "I'm not as into fonts," says the young thesp, who counts videogames, WWII history and stop-motion animation among his interests. "I do talk to myself, but not in a whisper."

The other two kids are no slouches at standing out either.

Of her character, Sher observes, "She keeps trying no matter how many times she fails — and in that way, she's a real inspiration."

In casting the show, the producers felt it was important to find "real kids," which wasn't easy among Hollywood's young acting pool.

"We didn't want smart-assy kids," Heisler says. "We wanted a soul about them, funny kids. We fully believe they were the only ones for the part."

— Lisa Carroll

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## GARY MARSH

Life after Miley

The ancient portion of Gary Marsh's resume includes a stint helping to craft media for Walter Mondale's presidential campaign, so perhaps there was always a twinkle of Fantasyland in Marsh's eye. But one wouldn't necessarily have assumed that would translate into a fruitful 23-year career at Disney, capped by Marsh's promotion to president and chief creative officer of Disney Channels Worldwide in September.

"What kept me here is a better question than what drew me here," Marsh says. "People say, 'Don't you feel stuck in a box creatively?' I say, 'Every network has a box.' The box at Disney is about helping kids grow up healthier and happier, creating positive family experiences, rep-

licating the joys of 'Wonderful World of Color.' I like this box. It fits me, it fits my sensibility, it fits my creative, cultural, ethical aesthetic."

Suffice it to say, the feeling's mutual, with Marsh's promotion reflecting the company's faith in his ability to capitalize on Disney's enviable success in television and related platforms, domestically and globally.

For starters, Disney Channel has achieved all-time Stateside highs in total viewers, as well as with the 6-11 and 9-14 demos, despite Miley Cyrus' farewell from the network in January.

"I think a lot of people assumed that the end of 'Hannah Montana' meant the end of our success," Marsh says. "If anything, 2011 proved that we have strength coming from many, many series and movies, not just 'Hannah Montana.' What we all challenge ourselves to do on a daily basis is to reinvent what we've done successfully, to avoid the complacency of success."

— Jon Weisman



**Impact:** Promoted to the top of Disney Channels Worldwide in September as president and chief creative officer.

**Next:** Several series and movie premieres, but no launch more important than that of Disney Junior as a separate 24-hour network in early 2012.

**Causes:** City of Hope. "It's the intersection of great medicine and great humanity," Marsh says.

Dimitrios Kambouris/WireImage.com



## DAVID JANOLLARI

MTV's must-watch maven

A few years after producing "Six Feet Under" for HBO, David Janollari is taking a similarly edgy approach to younger auds through his new job as head of programming for MTV. Since his arrival at the cabler in 2010 from the WB, where he served as president, MTV has regained a swagger that had previously gone missing.

Many of the shows that defined the network — "The Hills" and "My Super Sweet 16," among others — were centered on rich kids. However, with the economy suffering and unemployment unacceptably high, Janollari and his team quickly adapted and created shows more relevant to MTV's 12- to 34-year-old base. Cabler's scripted skein "Awkward," about a girl trying to make her way through the perils of a gossip-filled high school, became the net's highest-rated

new series to launch in the last two years, drawing 2.2 million viewers for its season finale.

**Impact:** Revived the MTV programming slate with such hit series as "Awkward," "Teen Mom" and "Teen Wolf."

**Next:** Comedy "I Just Want My Pants Back," which is set to launch in January.

**Causes:** Several charities, including GLBT orgs the Trevor Project and the It Gets Better Project.

Among MTV's other new shows, "Teen Wolf" is coming back for a second season, while reality series "Teen Mom" not only draws strong numbers but also works as a teaching tool concerning the perils and complications of youth pregnancy.

"We're very big on reaching out to our audience and understanding what's important to them," says Janollari, who realizes that in catering to such a young crowd, MTV is

competing with not only other networks but social media as well.

"There are so many options for our audience at any given time of the day," Janollari explains. "We're all competing for an infinite set of eyeballs."

— Stuart Levine

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## YOUTH IMPACT REPORT: CHANNELING TALENT

### MICHAEL RILEY Expanding Family offerings

When Michael Riley started at ABC Family in August 2010, momentum was already building with “Pretty Little Liars,” “Make It or Break It” and “The Secret Life of the American Teenager.” Riley seized the opportunity to put more content into the pipeline, fast.

“We needed to strike while the iron was hot, and we wound up putting six pilots into production right away,” he says.

Five made it to series, marking the most ambitious original slate in the network’s history. Sudsy teen drama “Switched at Birth” launched as ABC Family’s biggest original series debut on record, joining “Liars” and “Secret Life” as the network’s “triple threat” — the summer’s top three scripted original series among millennials.

The Q3 additions of “The Lying Game” and telepic



“Cyberbully” boosted ratings even higher, anointing ABC Family the No. 2 network among its core demo of females 12-34 and 18-34.

The success of gossipy dramas among ABC Family’s audience is no fluke: Girls love to talk. “We’re not afraid to address interesting elements that attract millennials, but we present it in a way that starts conversations,” Riley says.

**Impact:** Grew ABC Family’s lineup, with boffo “Switched at Birth” debut leading net to its strongest summer ever.

**Next:** “Jane by Design” debuts in January, with four more pilots on order: action drama “Intercept” and comedies “Bunheads,” “Baby Daddy” and “Village People.”

**Causes:** Delete Digital Drama campaign to stop cyberbullying and Feeding America.

But instead of happening in the cafeteria or the breakroom, those conversations are now taking place on Facebook and Twitter, where ABC Family claims 16 million fans and more than half a million followers.

“For millennials, social media really is the new water cooler,” says Riley, who is also implementing online, mobile, magazine and White House initiatives to deepen engagement across multiple platforms.

— Tara McNamara

### NINA GOLD & ROBERT STERNE

Casting junior ‘Game’ changers

Casting directors Nina Gold and Robert Sterne have a stellar track record finding the right adults for films such as “The King’s Speech” and “The Iron Lady.” But they’re just as accomplished casting kids, as the duo did this year for “Game of Thrones,” the latest “Chronicles of Narnia” installment and the indie alien-invasion thriller “Attack the Block.”



Gold

For HBO’s hit “Thrones,” the pair were tasked with identifying several innocent but clever kids to join an epic fantasy universe filled with royal political intrigue, rampant sexuality and relentless violence. “Finding the kids was definitely the biggest challenge,” says Sterne, who has worked with Gold for six years.

After a wide search, the duo cast teens Maisie Williams, Sophie Turner, and Isaac Hempstead Wright to play characters left in precarious straits following their father’s exe-

**Impact:** Found the young stars of HBO’s “Game of Thrones,” as well as pics “Voyage of the Dawn Treader” and “Attack the Block.”

**Next:** Cast Dakota Fanning, Kaya Scodelario and Jeremy Irvine in “Now Is Good” and booked Kevin Macdonald’s all-teen ensemble “How I Live Now.”

**Causes:** Gold’s partner works for Greenpeace; both support homeless charity Shelter.

cution in the season-one cliffhanger.

When hunting for the right young thespians, the casting veterans must consider whether the actors can handle such intense material. “We try to keep a balance of not terrifying the kids with too much of the nasty, gory or sexy stuff,” Gold explains.

Though produced on a relatively low budget, “Attack the Block” also demanded a lengthy casting process. The cult genre favorite follows a gang of tough inner-city teens as they defend their public-housing complex from aliens, with several of the roles going to kids who had never been in a film before.

— Sandie Angulo Chen

**Hurley**

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"Game of Thrones"

## SHARON LIEBLEIN

Talent seeker finds new outlet

As vice president of talent and casting for Nickelodeon, Sharon Lieblein used to call herself the "Nick mom." During her 12 years at the network, Lieblein cast or had a hand in putting together the ensembles for such signature series as "iCarly," "Big Time Rush," "Zoey 101," "Victorious" and "Drake & Josh."

"I'm everybody's momma," Lieblein says. "Even if I was just supervising the casting, I got very involved in those kids' lives."

Now at Cartoon Network in the newly created role of casting and development veep, Lieblein is bringing her sharp instincts to a channel eager to broaden its programming into live-action. She started in April and is in the thick of putting together pilots that will appeal to the network's target 6-to-11 target demo.

"We're looking to take the kind of comedy that has worked so well for us in



animation and move it to live-action," Lieblein says. "It will be our own particular stamp — comedy with a little edge, things you wouldn't see on Nickelodeon or Disney because they wouldn't necessarily go with those brands."

Why leave the comfort of those youth-TV superpowers to work for one that ranks a rung below?

"There are no rules," she says. Cartoon Network brass hired Lieblein for her experience and is entrusting her with a level of autonomy she didn't have at Nick. As one youth

manager predicts, "She's going to single-handedly change the face of kids casting."

First up is the fantastical comedy "Level Up," following four high-schoolers who accidentally open a portal from a videogame into the real world. The effects-laden series will premiere with a 90-minute movie in November. The regular broadcast run will follow early next year.

— Glenn Whipp

### Impact:

Cartoon Network lured the kid casting guru from Nickelodeon by creating a role playing to her talents.

### Next:

Developing live-action pilots for Cartoon Network; gearing up for freshman season of "Level Up."

### Causes:

The Actors Fund's Looking Ahead Program, which supports and mentors young performers and their families.

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# REBECCA BLACK

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## YOUTH IMPACT REPORT: YOUNG AT CHART



### JACKIE EVANCHO

Little singer, big voice

As a contestant on “America’s Got Talent” in 2010, Evancho appealed directly to auds with an amazingly full-voiced rendition of Puccini’s “O Mio Babbino Caro.” Before eventually being named runner-up, Evancho performed several more times on the show, sounding like a classical soprano at least twice her age — so professional that the Internet abounded with theories over whether her voice could really be that of a 10-year-old.

**Impact:** Leveraged the interest around her “America’s Got Talent” appearance into multiple hit recordings.  
**Next:** Rumors of upcoming albums and tours have yet to be confirmed by her camp.

**Causes:** National spokesperson for the Humane Society.

Evancho got a not-so-enthusiastic response. “My family thought I was horrible,” she told the Associated Press.

Even after her Christmas EP, “O Holy Night,” went platinum last fall and her first official album, “Dream With Me,” debuted at No. 2 following its release in June, Evancho remained untouched by the accolades.

“I really don’t know how my voice is. To me, it’s a child’s voice. It’s just a normal voice to me,” she told the AP.

Oprah Winfrey invited her to appear on one of her final episodes, and Susan Boyle and Barbra Streisand sang on her new CD. Evancho also sang in front of President Obama in a special D.C. performance.

Apart from singing, Evancho’s life is pretty normal: She goes to school with friends and likes sewing, playing the piano and watching television. When she’s traveling, she keeps up with schoolwork on a laptop — just your everyday, down-to-earth young girl, blessed with an incredible voice.

— Lisa Carroll

### JUSTIN BIEBER

Teen entertainer’s career expands beyond pop

There was little avoiding Justin Bieber’s bangs or his hit song “Baby” in the past year. The 17-year-old pop singer sang on “American Idol” and at the White House Easter Egg Roll, played stadiums on a sold-out world tour and pulled in an estimated \$53 million.

Even if you could somehow tune out Bieber’s music, the Canadian teen sensation — and his adept team of handlers — made sure you didn’t miss seeing his smiling face elsewhere. Bieber’s 3D hybrid biopic-concert movie, “Justin Bieber: Never Say Never,” grossed \$98 million worldwide. He also appeared on two episodes of “CSI: Crime Scene Investigation,” boosting ratings 8% among adults 25-54 and adding 630,000 viewers from the prior week.

Bieber remained active on the music front, too, winning Artist of the Year at the 2010 MTV Music Awards, despite the fact that his latest albums — “Never Say Never: The Remixes” and “My Worlds

Acoustic” — merely recycled material from his debut record. Bieber does have a second studio album on tap for next month, the holiday-themed “Under the Mistletoe.”

**Impact:** “Justin Bieber: Never Say Never” became highest grossing concert movie in U.S. history.

**Next:** Second studio album, the holiday-themed “Under the Mistletoe,” arrives Nov. 1.

**Causes:** Donated \$1 for every concert ticket sold on recent tour to Pencils of Promise, helping provide education for children in developing countries.

Meanwhile, he crisscrossed the globe, performing to tens of thousands of screaming fans in Europe, Asia, Australia and South America.

“I don’t really understand it,” Bieber told Jay Leno, speaking of his fans’ manic behavior; “because I’ve never had a musician I was that into.”

Though some doubt his staying power — a recent poll found 67% of teen girls believed Bieber wouldn’t be on the charts a decade from now — Bieber seems convinced that hard work will be enough to keep him relevant for years to come.

“Doubt us ... I like it that way,” Bieber wrote on his Twitter account. “Makes us work harder ... just makes us want to prove you wrong. Every step we’ve been doubted. Why change now.”

— Glenn Whipp



### TYLER, THE CREATOR

Rapper forecasts Odd Future

In 1992, Nirvana wiped out the frivolity of hair metal overnight, ushering in the darker, deconstructed era of grunge. And when Tyler, the Creator, leader of rap crew Odd Future, won an MTV VMA Award for new artist this

**Impact:** Unleashed the darkest aspects of his damaged psyche upon a damaged generation — becoming an overnight megastar in the process

**Next:** Tyler’s third album “Wolf” comes out in 2012, as does Odd Future’s “Jackass”-inspired Adult Swim show “Loiter Squad.”

**Causes:** This rebel has no cause.

year for his video “Yonkers,” there was a sense that the tide might be turning in hip-hop. The nihilistic, high-strung rants of Tyler made the era of bling seem almost prehistoric.

Less than a year prior to his VMA win, Tyler (real name Tyler Okonma) was wondering if he might have to go back to community college, in case the rap thing didn’t work out. Now he and his Odd Future cohorts are touted as successors to N.W.A. and the Wu Tang Clan, exploding from the skate scene in L.A.’s Fairfax District onto the global cultural consciousness, landing an Adult Swim series

called “Loiter Squad” and their own record label, Odd Future Records, with distribution under Sony’s RED Distribution, along the way.

The group’s leader, creative director and chief rabble rouser has emerged as the unhinged voice of a generation. Even before Tyler was famous, his strategy was simple: give his music away for free and retain 100% creative control over every aspect of his art. From directing videos to producing beats, Tyler and Odd Future usually keep everything inhouse.

It’s this kind of authenticity that has allowed an artist as subversive as Tyler to enter the mainstream consciousness, say industry commentators, because authenticity is exactly what young consumers are craving.

— Caroline Ryder

### ALUMNI UPDATE



**KIERNAN SHIPKA:** “Mad Men” has been on hiatus since last October, though she stayed busy voicing Jinora in Nick’s “The Last Airbender: The Legend of Korra.”

**JAMIE BRITAIN & BRYAN ELSLEY:** The U.S. version of their “Skins” proved too hot for MTV, though the original U.K. series’ sixth season returns in 2012.



**MARJORIE COHN:** Nick’s 2011 Worldwide Day of Play was its most successful yet, bringing 50,000 kids, professional athletes and first lady Michelle Obama together.

**LESLIE MORGENSTEIN:** Continues overseeing Alloy Entertainment’s “The Vampire Diaries” and “Pretty Little Liars.” Also exec producing Emma Roberts starrer “Anything But Ordinary.”





# REBECCA

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- Ralph Waldo Emerson

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## YOUTH IMPACT REPORT: YOUNG AT CHART

### SEAN COCCHIA

Fine-tuning Radio Disney

After a dozen years of exec roles throughout Disney, Sean Cocchia was promoted to senior VP-general manager of Radio Disney last October. In the 12 months since, as the person responsible for strategic management, he has helped reinvent and reposition the network.

Once upon a time, Radio Disney targeted kids by playing Broadway-style music based on the Mouse House's biggest hits. Under Cocchia, the net broadened its appeal by featuring top-40-style programming, original shows and talent searches to help promote new artists — to the extent that many parents continue to listen even when their kids aren't around. More than half the station's listeners are adults.



"Many of them grew up with Radio Disney and have their own kids now," says the exec, whose strategy hinges on "acknowledging and embracing that we're a kids and family radio station."

Cocchia's approach is reflected in promos and prizes intended for parents and kids to enjoy together, including tickets to the recent New Kids on the Block/Backstreet Boys reunion tour, an African safari and a trip to the premiere of the family robot-boxing film "Real Steel."

Radio Disney itself has been around for 15 years, and the net's anniversary next month "couldn't be better timing," notes Cocchia. "We've used our birthday celebration to look back at all the great acts Radio Disney helped grow and then connect them to today's

**Impact:** Solidified Radio Disney's place as a kids and family music outlet in his year with the net

**Next:** Kicking off the fourth season of "N.B.T." with an increased Disney Channel connection.

**Causes:** Glsen, which focuses on kids dealing with their sexuality and anti-bullying efforts, and the Trevor Project, a nationwide suicide prevention hotline.

acts and music."

As examples, he cites pairing Destiny's Child with "today's Beyonce" or resurrecting Will Smith's "Men in Black" soundtrack. "Now we have Will's daughter Willow with her hits," he says.

— Iain Blair



### BIG TIME RUSH

Nick's fab foursome

Producer Scott Fellows wanted to make his own version of "The Monkees," but it took him and Nickelodeon execs two years to find the right four guys for "Big Time Rush," the hit hybrid boy band/TV show that now airs in 78 territories.

"It was a crazy process, and a lot of us wondered why it took so long," says 21-year-old James Maslow, who stars on the show with Kendall Schmidt (the youngest at 20) and 22-year-olds Carlos Pena Jr. and Logan Henderson.

"Honestly, there were people who were better actors, singers and dancers than me," Maslow adds. "But what Scott really wanted was four guys who got along and came from normal backgrounds and had great parents."

Adds Morrison: "We always say we're brothers because get along so well."

The series' concept — four hockey players from Minnesota win a chance at music stardom

**Impact:** Debut album certified gold; just wrapped 42-city U.S. tour and played stadiums with Justin Bieber in Mexico.

**Next:** A "Big Time Rush" movie for Nickelodeon.

**Causes:** City of Hope, Columbus Coalition Against Family Violence, Camp Ronald McDonald. Recently honored at and performed at the annual T.J. Martell Foundation family event.

as a boy band in Los Angeles — mirrored its members' plucked-from-obscure story, as did its instant success. Its January 2010 premiere set ratings records for Nick, and the show's audience continued to grow in its second season.

The boys have flourished musically, with last year's debut album scoring big in the States as well as England, Germany and Mexico. BTR sold out London's Shepherd's Bush Empire before the record even dropped and recently opened for Justin Bieber in stadium shows in Mexico. "That was one of the craziest experiences I've ever been through," Pena says. "The fans could barely speak to us, but they knew every single word to all of our songs.

I never thought we'd get to the point where 70,000 people would have their hands in the air singing our songs. It was trippy."

— Glenn Whipp

### CLIFF CHENFELD & CRAIG BALSAM

Kidz Bop toppers

Quick, name the top-selling kids artist of 2010. Miley Cyrus? The Jonas Brothers? Think again. According to Billboard, the Kidz Bop Kids came in No. 1 last year.

In the past two years, Kidz Bop's music sales have soared 42%, with a fresh compilation featuring clean versions of hit songs covered by anonymous young vocalists dropping every six months. "Kidz Bop 18" was the No. 1 kids album of 2010, while the 19th and 20th editions both debuted at No. 2 on the Billboard Top 200 chart.

The series is the brainchild of Razor & Tie co-founders Cliff Chenfeld and Craig Balsam. A decade ago, as dads stuck attending birthday parties with their children, they witnessed that 5- to 10-year-olds were an under-served market.

Chenfeld describes their audience as "kids who are too old for Barney, but too young for Britney," explaining, "We felt there wasn't a lot of music



for kids who had outgrown preschool music but whose parents were concerned that a lot of the kids music out there was inappropriate for them."

Eschewing the idea of star power, the duo thought young listeners might find regular

kids more relatable than polished professionals. "There's an accessibility in the Kidz Bop world and an aspirational quality that probably doesn't apply when they're listening to Justin Bieber or Radio Disney," Chenfeld says. "Listening to someone like you, I think that's very appealing to kids."

Kidz Bop's brand extensions are proving to be phenomena in their own right. Social networking site KidzBop.com is a kid-friendly, Coppa/Caru-compliant mashup of Facebook and YouTube with more than a million registered users. Through KidzBop.com, talent competition Kidz Star USA offers contestants 15 and younger the chance at an RCA/Jive recording contract. Meanwhile, Kidz Bop is amassing partnerships, including a Web-based reality show with Endemol, a book series with Adams Media and a toy line with Imperial Toy.

— Tara McNamara

**Impact:** Kidz Bop is the No. 1 music brand for kids ages 5-12 in the U.S.

**Next:** "Kidz Bop 21." Also, the winner of Kidz Star USA will be named Oct. 24.

**Causes:** Supporting Michelle Obama's "Let's Move" campaign via the high-concept Greatest Action Movie Ever (G.A.M.E) contest.

### ALUMNI UPDATE

**MARGARET LOESCH:** Launched several new Hub series, including "Secret Millionaires Club" and "Majors & Minors," in which Jennifer Hudson and Will.I.Am mentor 12 young performers.

**BRIAN ROBBINS:** Still riding the success of Fred Figglehorn, Robbins produced "Fred 2: Night of the Living Fred," which premieres Saturday on Nickelodeon.



**SELENA GOMEZ:** "Monte Carlo" earned a soft \$23 million, while she toured with her band, the Scene. Their third album, "When the Sun Goes Down," hit No. 4.

**TAYLOR MOM-SEN:** Exited CW's "Gossip Girl" last season and is now touring the U.S. with her band, the Pretty Reckless.



**CHARICE PEMPENGO:** Filmed "Here Comes the Boom" with Salma Hayek. Released her second album, "Infinity," in Asia and Japan on Oct. 5.



# YOUTH IMPACT REPORT: WEB WIZARDS

## REBECCA BLACK

Girl 'Friday'

In February, Rebecca Black's mother paid \$4,000 to a Los Angeles production company, Ark Music Factory, so her daughter could record a song written by one of their inhouse producers and shoot an accompanying video. Unbeknownst to Black, the video for "Friday," her heavily autotuned pop number, was uploaded to YouTube. Comedy Central comedian Daniel Tosh stumbled upon it, making fun of it on his blog, which resulted in 100,000 hits and more jeers, with some viewers calling it the worst song in the world. But the Anaheim Hills teenager would have the last laugh.

**Impact:** The singer behind YouTube's hit "Friday" single proves recording artists can sidestep label contracts, radio airplay and much of the music industry.

**Next:** Despite numerous offers from record labels, Black is forging ahead independently, for now. "There have been multiple offers, all very lucrative, but we are trying to build Rebecca's brand, not give it away," says manager Debra Baum.

**Causes:** None

"Friday" went on to garner nearly 170 million views before being pulled from YouTube in June because of copyright issues. The downloadable MP3 version of "Friday" outsold Justin Bieber's "Never Say Never."

Other musicians rallied to Black's defense: Lady Gaga called her a "genius," and Katy Perry invited Black to star in one of her musicvideos and sing onstage with her. And yes, as it turns out, Black can sing.

Now Black is parlaying her notoriety into what she hopes will be a bona fide pop career, signing with veteran music manager Debra Baum (Paula Abdul) and recording a five-song EP with producer Charlton Pettus (Tears for Fears).

"Some people have looked down on me for using YouTube because they are used to the old way of trying to get signed and getting radio play," says Black. "But the Internet is a really big platform for recording artists. All you need is you and a camera and your voice."

Black's second single, "My Moment," was rolled out in much the same way a record company might release a song, debuting on "Entertainment Tonight." Within 24 hours, it had attracted 24 million views. "We can shift the paradigm," Baum says. "Things aren't what they used to be in the music industry — and Rebecca is proof of that."

— Caroline Ryder



Tooth Williamson/WireImage.com



## BENNY & RAFI FINE

Brothers let 'Kids React' online

At first click, YouTube's popular "Kids React" series may sound like an update of Art Linkletter's classic "Kids Say the Darndest Things" segment for the viral-video generation. The popular web shorts, which routinely attract 1 million to 2 million views, feature a panel of photogenic children who watch YouTube clips and then share endearingly candid — and surprisingly insightful — reactions to what they've just seen. (Sample interpretation from their Lady Gaga episode: "Only God knows, and I don't even think God knows.")

"Believe it or not, we actually didn't even have other shows in mind when we were creating this," says Rafi Fine, a film school grad and practicing improv comedian. Rather, he and brother Benny were inspired by reaction videos, a YouTube trend in which Web pundits dissect the latest fads.

TheFineBros — as the duo is known to the

YouTube channel's million-plus subscribers — thought it might be amusing to hear from kids, the first generation to grow up entirely online, about everything new in pop culture and politics.

**Impact:** The siblings' "Kids React" Web series regularly attracts between 500,000 and 5 million viewers a week on YouTube, depending on the topic.

**Next:** The duo is planning a "Teens React" series to bow in late October or early November.

**Causes:** None

The brothers were raised in an Orthodox Jewish household, to which they attribute their desire to express their individuality and bring that out in others.

They say shows like "Darndest Things" use a star host to prompt the kids to make them look funny, or just talk about how silly children are. "When you look at our 'Kids React' show, you see very specifically that we're not in it. It stars the kid," they say

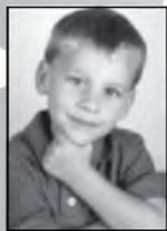
Some of those kids hope to be stars themselves, like 14-year-old UTA client Lia Marie Johnson. While not all the "Kids React" panelists are aspiring actors, a few have been called in to audition specifically on account of their work on the web series.

— Michael Sullivan

### SOME OF OUR TOP KIDS



Rebecca Lynn



Kyle Denison



Carmina Garay



Nicholas Grajeda



Samantha Lewis



Luke Smith



Ayden Daza



Jonathon Childers



Scarlett Kim



Alexis Kim



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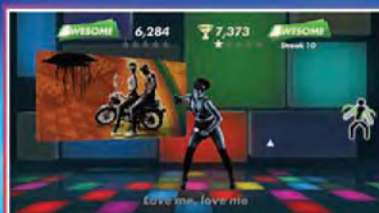
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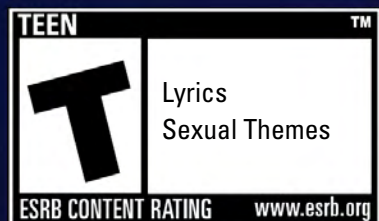
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## YOUTH IMPACT REPORT: PRIMO PERCENTERS



### WENDI GREEN & JENNIFER MILLAR

Shifting the Paradigm

After starting the youth department 16 years ago at the boutique Abrams Artists, powerhouse youth agent Wendi Green and partner Jennifer Millar (whom Green hired 13 years ago) moved to major player Paradigm this past summer, bringing with them such A-list clients as Angus T. Jones (“Two and a Half Men”) and Maxim Knight (“Falling Skies”).

The move, which Green describes as “a really big deal for both us and our clients,” has already proved a smart business decision for the team. Notes Millar, “We don’t just view our clients as ‘youth talent,’ and Paradigm offers us incredible crossover opportunities and possibilities across all

**Impact:** The Abrams Artists duo significantly upgraded their act by signing with Paradigm.

**Next:** Kristi Lauren plays Jaime Pressly’s 16-year-old daughter on Fox’s upcoming sitcom “I Hate My Teenage Daughter.”

**Causes:** Support such child-focused charities as St. Jude, Make a Wish, Camp Ronald McDonald and Starlight Foundation.

departments. Now we have access to a full literary department, endorsements, theatrical, music.”

The longtime duo — who split casting directors but otherwise do everything together, including signing new talent and strategizing their charges’ career paths and goals — count many key kids among their clients, including Madeline

Carroll (“Mr. Popper’s Penguins”) and sisters Vanessa and Laura Marano. While Vanessa appears on “Switched at Birth,” Laura has a lead role on Disney Channel’s “Austin & Ally.”

“She’ll be the next big Disney star,” Green predicts. “It’s great they both have their own series now.”

Over the past two decades, Green has seen big changes in the youth market. “It’s far more kid-friendly now,” she stresses. “Kids have huge box office openings, families want more kid-friendly shows and movies, and youth talent is now rising to the top. Before, kids were used as props on TV shows. Now they’re used as stars.”

— Iain Blair

### MEREDITH FINE

Sharing stars with the majors

With such clients as Hailee Steinfeld, Abigail Breslin, Chris Colfer, Haley Joel Osment and Gabriel Basso, Coast to Coast mother hen Meredith Fine is not only protective of her brood,

**Impact:** After steering clients Abigail Breslin and Haley Joel Osment to Oscar noms, she did the same for “True Grit’s” Hailee Steinfeld.

**Next:** Steinfeld co-stars in “Romeo and Juliet.”

**Causes:** A supporter of *Variety’s* Power of Youth initiative since its inception and volunteer with Camp Ronald McDonald.

but no-nonsense about the pitfalls in the industry. “If the child is being pushed too much, the child is not going to do well, and it’s going to be a waste of everyone’s time,” she says. “Some people love to audition and don’t want to do anything else — it’s their heart and passion — but not everyone’s like that.”

In Steinfeld’s case, the 14-year-old

Oscar nominee had her feet on the ground from the beginning, according to Fine. Steinfeld studied for an entire year before her mother would allow her to get an agent; only then did she go out and audition. When “True Grit” came along, the young girl was “elated” with the payoff from all of her hard work.

“When Hailee booked ‘True Grit,’ we had a sense of what would be coming, so we made a co-representation (deal) with ICM



so we could surround her with more voices and content — to create a team around her,” explains Fine, who shares clients with several adult agencies.

Such arrangements not only protect Fine from poaching by larger agencies (the youth field is one where tenpercenteries interested in beefing up their rosters with big names often try to lure star kids away from boutiques), but also ensures the clients won’t end up stuck with reps who don’t understand their unique needs.

“I’m very involved with them,” Fine says. “I don’t just rep children; I also rep the families, and when you stay with them so long, that passion and familiarity remains.”

— Lisa Carroll

### BONNIE LIEDTKE & NILS LARSEN

Bringing the ‘young’ to PYE

Those looking for signs of vitality in the youth talent arena need look no further than new players angling for a foothold in the space. This year, management-production firm Principato Young Entertainment muscled up in a major way, hiring Elements Entertainment founder Nils Larsen and WME’s star youth agent, Bonnie Liedtke.

According to Liedtke, the market is “sizzling hot” these days, and there’s not an agent in town who doesn’t have youth talent. In making the move to PYE, Liedtke leaves Thor Bradwell behind to work with Larsen, a well-respected youth manager in his own right.

“Nils has so much energy, and it’s fun to



be teamed with someone that’s happy to be here,” she says.

As an agent, Liedtke helped build the careers of Leonardo DiCaprio, Hilary Swank and Zac Efron. Now, she eventually hopes to

produce for clients, putting together projects that would best suit them.

“My roster is incredibly small compared to being an agent, but now I can have strong opinions on actual projects and materials, to kind of steer a client’s career — I want to find more ‘Gilbert Grapes’ in the world,” Liedtke says.

Larsen knew he wanted to work with actors at the age of 8, helping persuade his parents to move to Los Angeles from Arizona. He was 23 when he set up Elements.

“I’m a firm believer in letting youth enjoy their youth,” he says. “You are only young once. I would rather have a kid miss out on an opportunity than skip a two-week camping trip.”

— Lisa Carroll

**Impact:** Principato Young bought over the two power players to cement a place in the young-actor space.

**Next:** Liedtke’s roster includes Joel Courtney (“Super 8”) and Celine Buckens (“War Horse”). Larsen reps Ross Lynch, star of Disney Channel’s “Austin and Ally.”

**Causes:** Liedtke assists local schools and the Komen breast cancer walk; Larsen advises Shailene Woodley’s All It Takes nonprofit.

#### ALUMNI UPDATE

**TAYLOR SWIFT:** Her nearly 100-show “Speak Now” worldwide tour continues through March. Was added to the 2012 Guinness Book as the fastest-selling female artist for “Speak Now.”



**SCOTT (SCOOTER) BRAUN:** The 3D Justin Bieber concert pic, “Never Say Never,” bowed in February and grossed more than \$98 million worldwide.



**KELLY EDWARDS:** Her “N.B.T.” (Next Big Thing) program expanded into a U.S. tour, running through December. Season four of “N.B.T.” kicked off Oct. 16.

**MELISSA BERGER BRENNAN:** Still reps “Glee’s” Darren Criss and “Body of Proof’s” Mary Mouser. Her client Grant Gustin just signed to a guest role on “Glee.”

**BRYAN LEDER & FREDERICK LEVY:** Client Mary Mouser filmed the Disney telepic “Frenemies.” The Mangement 101 duo hopes to get “Geography Club,” a film they’re producing, rolling next summer.

— Shelby Hill





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# TYROS TIPPED FOR TAKEOFF

Meet the stars of tomorrow — 15 young talents poised to make an impact in the coming year

## ASA BUTTERFIELD

British-born Asa Butterfield didn't come into the world with dreams of stardom. He was really more interested in just being a normal kid.

"My mom signed me up for this acting group, and I didn't take it very seriously at first," Butterfield recalls. "Now, I'm really thankful that it became this kind of opportunity, where I get to do such fun work."

Butterfield, now 14, was discovered by agent Pippa Hall, who spotted something special in him. At the age of 8, he was balancing oodles of auditions with his schoolwork. He appeared in the TV movie "After Thomas" and the film "Son of Rambow" before his breakout performance in "The Boy in the Striped Pajamas" won him the kinds of accolades that can launch a long-term career.

"It was not easy doing that part because it's so different from what I've experienced," he says. "But finding a way to be that character is part of what I love about acting."

The young thespian clearly discovered a way to convince a top director he could handle demanding roles. This winter, Butterfield plays the title role in Martin Scorsese's "Hugo."

—Karen Idelson



Jon Furniss/WireImage.com



"Real Steel"

## DAKOTA GOYO

The new DreamWorks/Disney release "Real Steel" has a pumped-up Hugh Jackman and various eight-foot robots bashing the rivets out of each other, but it's 12-year-old Canadian Dakota Goyo who steals the show. Of course, it helps that as the robot-obsessed Max, the young actor exhibits more smarts and determination than the dead-beat dad (Jackman) who'd abandoned Max as a child.

"It was a great role for me as I love robots, too, though Max is nothing like me. I'm not rude and tough like him," says Goyo, who appeared in his first commercial

at age 2. Goyo's been acting ever since and got his big break at 6 playing Josh Hartnett's son in the boxing drama "Resurrecting the Champ."

Still based in Toronto, Goyo is outpacing his L.A. rivals, and recent credits include "Defendor" opposite Woody Harrelson and playing young Thor in Marvel's "Thor" earlier this summer.

Next up, he reteams with Jackman, lending his voice to the DreamWorks animated fairy tale "Rise of the Guardians." "I love doing voiceover work," says Goyo, who has big career plans. "One day I also want to direct."

—Iain Blair

## SAM HOLLAND

Sam Holland never dreamed of attending the Academy Awards. To hear him tell it, his entire acting career came about by chance.

"It was something I'd always enjoyed doing as a kid in school plays, and then I just ended up falling into it," says the 19-year-old Brit.

The role that landed Holland a seat at the Kodak was that of a terminally ill teenager who wishes to lose his virginity before he dies in Ian Barnes'

"Wish 143," one of 2010's five Oscar-nominated live-action shorts.

"It was very intense," he says of the film. "We shot in about four days, and I was pretty much in every scene."

Though Holland is now completing an English degree, he still finds time for acting, appearing in guest spots on such British skeins as "Shameless" and "The Body Farm."

"I definitely want to continue to pursue acting when I'm done," he says. "School is just another string to my bow, so to speak. It gives me an opportunity to write my own stuff, which is an area I'm interested in. And it also just keeps me sane when I'm out of work acting-wise."

—Peter Knegt



## JARED GILMORE

"Once Upon a Time" creators Adam Horowitz and Eddy Kitsis had high expectations while casting the new ABC skein. "One of our emotional centers was an 11-year-old boy who had to be precocious and vulnerable at the same time," the showrunners say.

Then they met Jared Gilmore. The 11-year-old actor "naturally brought that out," Kitsis explains. "We just knew he had to be our Henry!"

Gilmore fell into acting after a chance encounter with agents initially looking to rep his twin sister, Taylor Gilmore. Though his sis later decided to ditch the biz, Jared stuck with acting, landing spots in commercials and, eventually, TV and film.

The California native's most coveted part has been playing Don Draper's son Bobby on "Mad Men," though onscreen sibling Kiernan Shipka gets the juicier subplots. With his new role in "Once Upon a Time," however, Gilmore faces a much bigger challenge.

Kitsis says he enjoys watching Gilmore "try harder and harder to get better," adding, "With every episode, there's a growth with him. There is a professionalism, but that little-boy spirit is always there, and that's what brings so much heart to the role."

—AJ Marechal



## NATHAN GAMBLE

The Seattle native, who got his start doing commercials and modeling through a local agency, was "totally shocked" when, after a nationwide search of more than 20,000 boys, director Alejandro Gonzalez Inarritu cast him as Brad Pitt's son in his 2006 drama "Babel."

"It was only my second-ever audition," he recalls. "Movie auditions were so rare, and it all happened so fast I could barely process it."

The role landed Gamble an agent and manager and, predictably, more parts playing sons — in Stephen King's "The Mist" and TV shows "Hank" and "Runaway."

Gamble has also appeared on such TV series as "Ghost Whisperer," "CSI" and "House," but his focus is on movies, where he's racked up such high-profile credits



as "The Dark Knight" and "Marley & Me." His latest success is the family-friendly "Dolphin Tale," followed by two indies, "Barlowe Mann" and "25 Hill," both directed by Corbin Bernsen, and the sci-fi adventure "Robosapien: Rebooted."

"Movies are my passion," he says, "but I also love writing, so if my acting career goes haywire, I'd love to write a script with my dad, who's a writer."

—Iain Blair



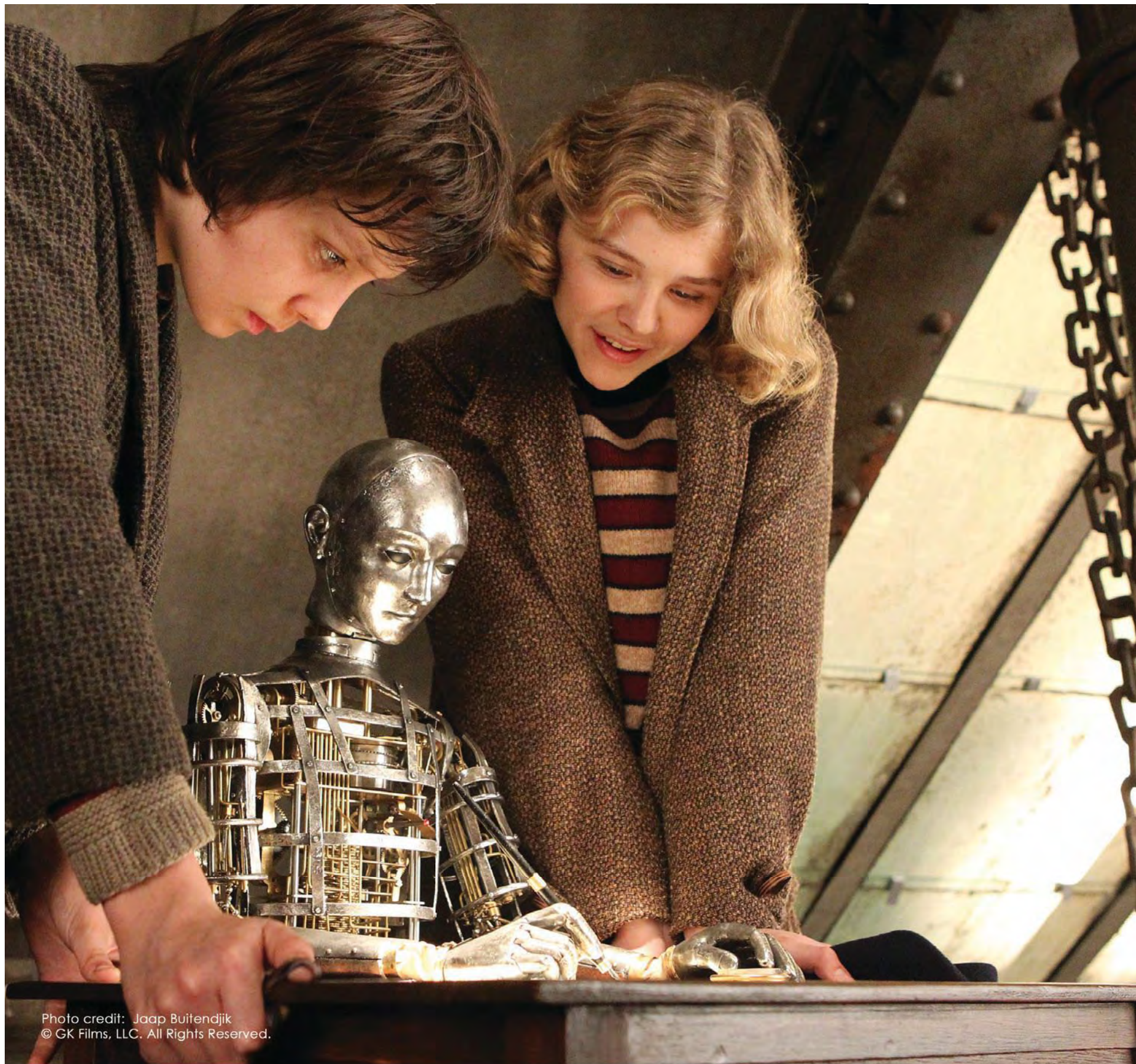


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Chloë, congratulations on receiving  
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# TYROS TIPPED FOR TAKEOFF



## CYMPHONIQUE MILLER

If the powers that be at Nickelodeon decide you're a star, it's only a question of when. For 14-year-old Cymphonique Miller, early 2012 should be her time.

That's when Nick, in partnership with Alloy Entertainment ("Pretty Little Liars"), unveils musical sitcom "How to Rock" as a starring vehicle for Miller.

By then, the melliflously monikered 14-year-old will have had plenty of practice both singing and acting. Daughter of Master P and sister of singer-actor Romeo, Miller has already released two albums and been nominated for a BET Award for her "Something" musicvideo.

And Nick has featured her in guest roles on "True Jackson, VP," "Big Time Rush," "The Troop" and "Just Jordan."

"Rock" exec producer David Israel watched just five seconds of her audition tape before turning it off — he had seen enough.

"The first video I looked at, she was probably 12 and she was singing like somebody much older," he recalls.

Miller got the part, about a young girl who dominates teen angst and humiliation by becoming the lead singer of a band. "To be this talented at this young an age, I feel like she has unlimited potential," Israel says.

— Michelle Weiss

## JANE LEVY

"Suburgatory" creator Emily Kapnek knew when casting Jane Levy that the Northern California-raised actress "wasn't a name you'd have been familiar with, or someone you'd seen before."

In fact, less than three years ago, Levy was like most American teens: "I was studying science," says Levy, "and I was a soccer player and dancer."

But somewhere during her stint in college, Levy caught the acting bug and decided to move to New York City to attend the Stella Adler Studio of Acting. After honing her craft, she transitioned to Los Angeles last summer, picking up a role on Showtime's "Shameless" and the lead as Tessa on ABC's "Suburgatory." Since then, Levy says, "It's been a quick ride."

In spite of Levy's newness to the biz, Kapnek was struck by the 21-year-old actress' "calmness and intelligence" while on set. "Because she doesn't come from a TV comedy background, she has a different rhythm," Kapnek observes. "When people are seasoned in the comedy world, that timing and cadence creeps into their performance. There was none of that with Jane. She reacts in real time."

Levy will be leaping from small-screen to big in 2012 with roles in "Nobody Walks," "Complicity" and "Fun Size."

— AJ Marechal



John M. Heller/Getty Images

## WILLIAM JOHNK NIELSEN

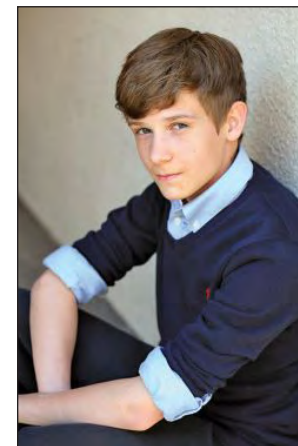
Danish actor William Johnk Nielsen can thank the local newspaper for his first feature film role. He had appeared onscreen since age 4, but little did he or his mother know that an innocuous want ad calling for actors would result in a lead role in Susanne Bier's "In a Better World," which won the foreign-lingo Oscar.

Nielsen's audition for "In a Better World" won over the casting team immediately because of his fluency in English and his moving performance — in fact, his audition was so impressive that the young actor was asked to deliver his character's powerful funeral speech on the spot. Nielsen landed the role of Christian after just one audition.

"William holds a genuine talent, has a tremendous energy and diligence, but most importantly, he carries the distinct charisma only found in true stars," Bier says.

The 14-year-old has since shot "A Royal Affair" and Danish horror pic "Skavengers." But don't be surprised if Nielsen ends up behind the camera in the future: The thesp, a budding shutterbug, also aspires to be a cinematographer.

— AJ Marechal



## THOMAS HORN

Thomas Horn made his screen debut not as an actor but as a gameshow contestant. Last year, Horn surprised audiences by winning more than \$31,000 on "Jeopardy." He was only 12 years old.



"Jeopardy"

The story grabbed not only the nation's attention but also that of producer Scott Rudin. As Rudin was searching to fill the lead role in "Extremely Loud and Incredibly Close," he remembered Horn and suggested the boy to director Stephen Daldry.

After extensive research trying to track Horn down, since neither "Jeopardy" nor his school would release any information, Rudin and director Stephen Daldry found Horn and invited him to a weeklong audition boot camp.

"He's a unique young man with a unique imagination and a unique life," says Daldry, who previously launched Jamie Bell's career in "Billy Elliot."

After just one audition, the filmmakers cast Horn as exceptional 11-year-old Oskar Schell alongside Tom Hanks and Sandra Bullock. Daldry says he feels fortunate to have found Horn for the role — regardless of whether the bright young man continues to act.

"I'm instinctively hoping he will save the world from global warming or solve world peace," he says.

— Michelle Weiss

## MARY MOUSER

Arkansas native Mary Mouser, who plays Dana Delany's daughter Lacey on ABC's "Body of Proof," may only be 15, but she's already an industry veteran — even if by total accident. At age 5, she was picked as Abigail Breslin's stand-in for "Signs."

"We were on vacation and just happened to see this open call," she says. Since then, Mouser has racked up appearances on such diverse shows as "Ghost Whisperer," "Lie to Me," "The King of Queens," "NCIS" and "Scrubs." She has also played the child lead in Hallmark's "A Stranger's Heart" telepic and done voiceover work on "Bambi

2" and "Dragon Hunters."

"My parents have always been so supportive," says Mouser, whose "Body of Proof" role has been greatly expanded in season



two. "I'm moving into the house, Lacey's relationship with her mom Megan is changing, and she's also dealing with all those teenage issues — boys, body image — and Megan doesn't know how to handle it yet. I'm turning into a crazy teenager!"

Mouser is also turning into a much-in-demand actress. She next appears in the dual roles of Savannah and Emma in Disney Channel's upcoming movie "Frenemies."

— Iain Blair



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# TYROS TIPPED FOR TAKEOFF

## DEBBY RYAN

With nearly 700,000 Twitter followers and widespread recognition from her role as Bailey in Disney Channel's "The Suite Life on Deck," Debby Ryan is well positioned to become the cabler's next breakout.

The net has tailored lead roles in the sitcom "Jessie" and TV movie "Radio Rebel" for the young actress.

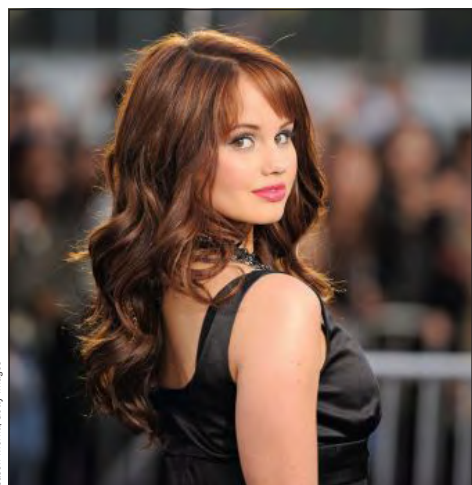
The native Texan, who turned 18 in May, is quick to remember how many auditions it took to land the kind of role that could bring her to Los Angeles.

"We would drive for hours to get me to an audition in the early days," she says. "I'd be doing my homework the whole way there and back and, even when I didn't get the part, I would still feel like it was worth it because I loved acting so much."

For Ryan, the turning point was a role in the feature "The Longshots," directed by Fred Durst.

"I feel a little like Fred discovered me because he told me I had what it takes and really coached me and was protective of me in a dad kind of way," she says.

— Karen Idelson



Jason Merritt/Getty Images



Francois G. Durand/WireImage.com

## JACOB WYSOCKI

Starring opposite John C. Reilly as the title character in the Sundance coming-of-ager "Terri," Jacob Wysocki got the opportunity to show off the skills he'd been honing since he discovered improv during high school.

"I was in a company called ComedySportz, which is a group in Hollywood that does outreach to high schools in Southern California and teaches them improv," he says.

After graduating, Wysocki figured acting simply wasn't a tangible career, so he decided to get an English degree but kept performing improv on the side, through which he was discovered and cast

on ABC Family's "Huge."

"That opened the doors for me to continue doing this," he says. "It's all a very lucky genesis. I was in the right place at the right time, and I was prepared when the time came — that's the way I like to look at it."

Since "Terri," Wysocki worked on Matthew Lillard's directorial debut "Fat Kid Rules the World" and continues to do improv with sketch comedy group Bath Boys. They regularly post sketches on YouTube and are currently working on their first feature film, "Boner Police."

— Peter Knegt

## YARA SHAHIDI

In "Butter," Yara Shahidi plays an adoptive couple's lone hope for the future — a thinly veiled stand-in for Obama in a sly political satire. It's a key role in the well-reviewed comedy, which premiered at the Telluride film fest, and one in which Shahidi shines.

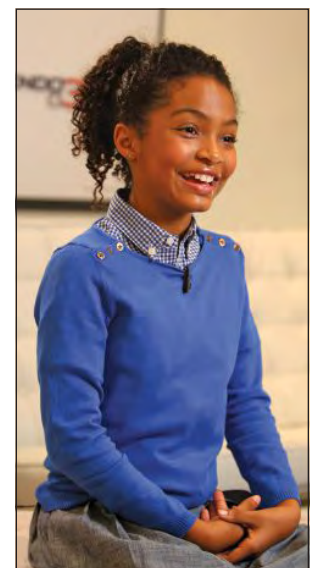
The 13-year-old, Minnesota-born thesp began her entertainment career at a mere

6 weeks old in commercial and print ads. At age 4, she moved to California and has since racked up acting credits in "Imagine That," "Un-thinkable" and "Salt" (she dubbed Angelina Jolie "uber nice").

"Butter" star Jennifer Garner was impressed by Shahidi's "natural affability" while on set. "There's a very natural intelligence in any performance that she gives," says Garner. "She's an old soul and a little kid all at the same time."

Garner recalls one particularly demanding day on set when many of the film's butter-carving characters had to deliver big speeches to explain their dairy sculptures. "She had put hand motions to it very much like a little kid would do," Garner says. Shahidi remembers prepping for that scene as well, turning to none other than videos of Barack Obama's inauguration speech for inspiration.

— AJ Marechal



Joe Scarnici/WireImage.com

## RONAN PARKE

Losers the fifth season of Simon Cowell's "Britain's Got Talent" didn't stop Ronan Parke from landing a record deal. Shortly after his appearance on the show, the 13-year-old runner-up signed with Sony and Cowell's Syco Music, both impressed by the young crooner's performances.

"I'm going to predict really big things for you," guest judge Louis Walsh said on the show after hearing his audition, in which he sang "Feeling Good." Comedian-judge Michael McIntyre chimed in, telling Parke that even though he had taken the day off from school to try out, there was no need to go back, his talent was so great.

Parke's audition video has since attracted 7 million views on YouTube — just one sign of the excited fan following he has attracted online.

The singer counts nearly 42,000 followers on Twitter, and his Facebook fan page, which has 172,000 likes, is filled with pictures of celebrities he has met and events he has attended.

In September Parke released his first single, a cover of Vanessa Carlton's "A Thousand Miles," and his self-titled debut album, consisting mostly of covers, will drop Monday in the U.K.

— Michelle Weiss



Tim Whitby/Getty Images

## AMANDLA STENBERG

A mandla (which means "power" in Zulu) Stenberg was well named. The tyro, who turns 13 this month, was just 3 when she announced to her surprised parents that she wanted to act and needed an agent.

"The daughter of one of my mom's friends was doing commercials, and when I heard about it, I said, 'You'll see me on TV.'"

True to her word, Stenberg landed her first Disney catalog modeling shoot at 4 and went on to score numerous national spots for McDonald's, KFC and Walmart. Last year she shot her first feature, "Colombiana," play-

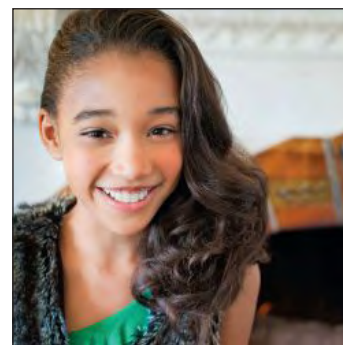
ing Zoe Saldana as a child, and got to do some of her own stunts.

"I really got into the role with all the jumping and running and copying all Zoe's mannerisms," she recalls.

Stenberg then changed gears, playing the "fun, outgoing Taylor" in the Hallmark Channel movie "Taste of Romance," before landing the coveted role of Rue in Lionsgate's upcoming "The Hunger Games."

"Rue's the emotional heart of the film, very sweet, and I loved playing her," reports Stenberg who admits there's "a lot of her in me. She's like a bird — quick and very independent."

— Iain Blair





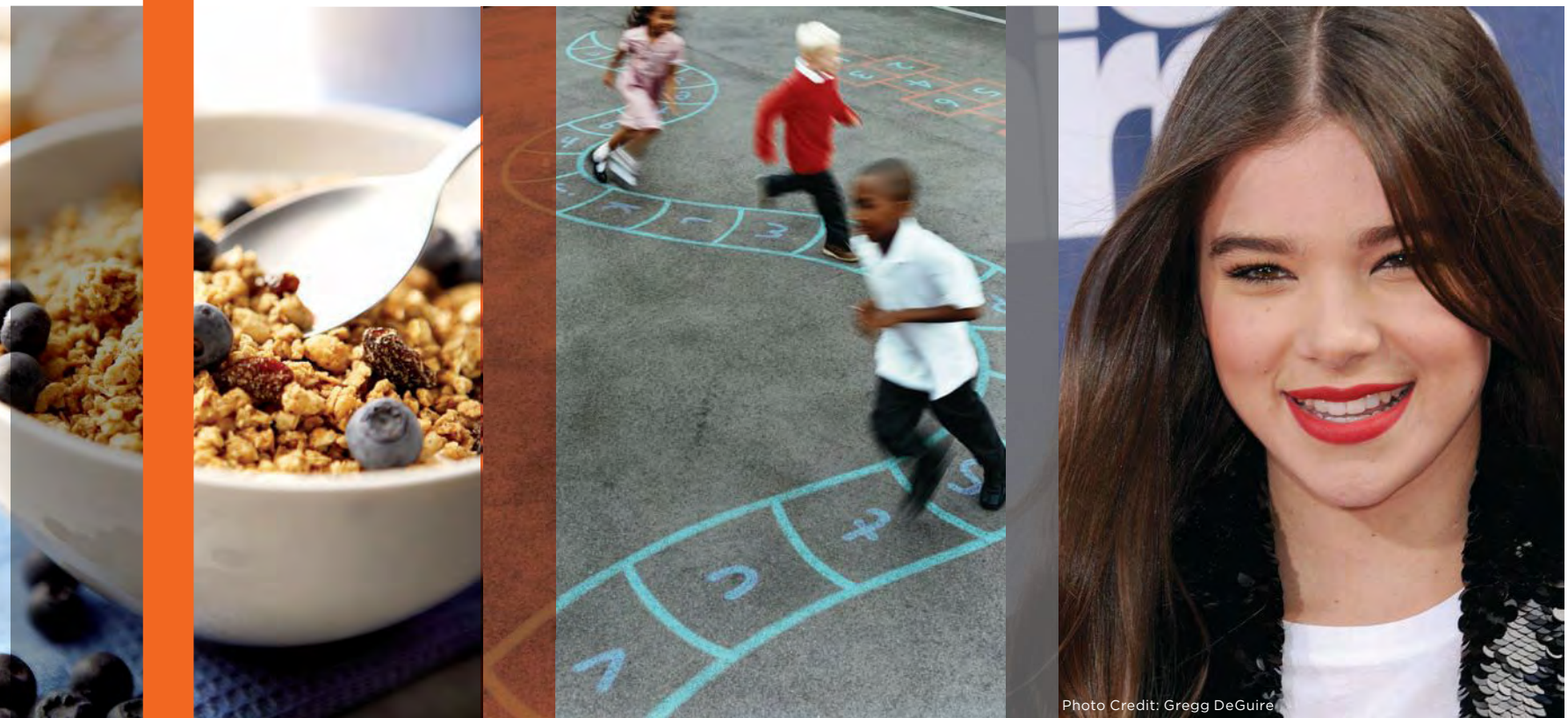


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## TAPE

Continued from page 25

when the practice had shifted to DVD.

Gossett, who began his career as a Gotham-based actor, remembers his first brush with tape: “They were casting for a war movie — I think it was ‘Platoon’ — and they were looking for 18- to 25-year-old actors,” he says. “They had a call in Times Square: ‘We will tape your audition.’ This was a huge deal. I waited on line for eight hours for a two-minute audition that they put on VHS tape. Now they put it on email.”

Stories abound of kids landing significant roles on the basis of taped auditions.

That’s how Jodie Foster picked Riley Thomas Stewart to play Mel Gibson’s youngest kid in “The Beaver,” arranging a video conference over Skype when the actor couldn’t make it to New York. Clint Eastwood cast Devon Conti as Angelina Jolie’s replacement son in “The Changeling” from tape, and the kid didn’t meet either the director or his co-star until the day he showed up on set. And “Big Time Rush” co-star Ciara Bravo was on a school field trip



**Ciara Bravo, left, landed her series-regular role on “Big Time Rush” based on audition tapes made during a field trip to Amish country.**

in Amish country when she got the callback on her tape, so her mother scrambled to make a new video and find the nearest Internet connection where she could send it in for exec producer Scott Fellows to watch.

So, while the taping process has hardly replaced the old model — in which aspiring young actors had to uproot their families, move to L.A.’s Oakwood Apartments and then schlep to every audition possible in hopes of getting noticed — it dramatically widens the

talent pool for casting directors. It also allows kids to grow up and have a normal life at home, wherever that might be.

“Most of my clients are out-of-towners,” confides manager Christopher Rockwell. “For a lot of them, it’s a lifestyle choice. But we’re just as aggressive going on tape and getting them jobs. I think it’s very possible for young clients to book work that way. You have situations where people are doing extensive searches to cast certain lead roles, reviewing tapes from

all over the world hoping to discover that ‘right’ person for their project.”

Access to an international field of actors is crucial for casting director John Papsidera as he looks to fill 10 young roles for “Ender’s Game,” a future-set young-adult adventure seeking a multi-ethnic cast. “So many actors would jump off buildings if they understood how random casting can be sometimes — being at the right place at the right time,” Papsidera says. “Certainly technology cuts into that now, because it doesn’t have to do with where somebody is geographically.”

For most casting directors, however, the hassle of reviewing taped submissions is only worth it for series-regular or significant feature roles, whereas commercials, TV and smaller parts are often designated “local hire only,” for practical purposes.

Even then, rare is the chance for an undiscovered thesp to submit by tape. Typically, young actors first need to land representation, relying on agents and managers to tip them off about specific casting opportunities and to help submit the tape to the right people. Chandler

Canterbury (“Plastic Jesus”), Sarah Bolger (“The Spiderwick Chronicles”), Natalia Dyer (“The Healer”) and Nathan Gamble (“Dolphin Tale”) all audition by tape far from Los Angeles, occasionally flying to town for in-person meetings — just like many adult actors.

Although thespis of all ages audition via tape, the process seems uniquely suited to children. Youth managers like using taped auditions because it allows infinite do-overs, giving them a chance to review their clients’ videos and offer notes before submitting. (Another trick: by using YouSendIt.com, they can monitor download counts and anticipate callbacks.) Casting directors, meanwhile, appreciate having so many more options to consider.

“I absolutely look at every tape that comes my way,” says kid-casting pro GERALYN FLOOD (“Big Time Rush”). “More than anything, it means I get the opportunity to see more kids in my day. I may have a session from 11 to 1 and 2 to 5, but then I can go home at night and watch all the videos. With kids, it’s important to see as many kids as possible, because you never know.”

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Studios are hard-pressed to match the success of such hit franchises as "Hannah Montana" and "Harry Potter." In January, Disney Channel will retire its No. 1 show, "Wizards of Waverly Place," left.

## NEXT BIG THING

Continued from page 25

this summer. The two most promising properties looming — "The Hunger Games" and "Ender's Game" — both face roadblocks in filling the void left by the boy wizard. Based on Suzanne Collins' wildly popular teen-lit series, "Hunger Games" enjoys an enormous built-in fan-base. But with a subject matter that deals with kids killing kids, studio Lionsgate will find it difficult to penetrate demos as young as "Harry Potter." Even "Hunger Games" casting skewed older than originally planned. Jennifer Lawrence, 21, beat out 14-year-old Hailee Steinfeld and 15-year-old Abigail Breslin to star in the Gary Ross-helmed pic.

Summit, looking to re-



peat the success of its "Twilight" films, jumped on board OddLot's "Ender's Game" this spring and will co-finance and distribute. Still, the sci-fier, which takes place in a dystopian world under alien attack where children are trained as soldiers, poses a tougher sell than "Twilight's" themes of forbidden love.

Yet, it's no surprise that darker content has emerged as the headlines continue to paint a bleak picture thanks to a sputtering global economy. Even a squeaky-clean network like Disney Channel has swapped out aspirational fare like "Hannah Montana" in favor of authenticity.

"What's working on our channel right now is smart, relatable, grounded family comedies," says Bonnett, citing "Good Luck Charlie," "Jessie" and "A.N.T. Farm" as examples. "We're working hard at shining a light on kids and their families and interpreting families in different ways, not just

mom and dad and their biological kids. It's a reflection of our times."

Furthermore, young auds are becoming ever more evolved media consumers and will reject content that panders to them. Diablo Cody, who is penning an adaption of teen-lit series "Sweet Valley High" for Universal, says writing for a young demographic poses far more challenges than creating teen characters geared at adult auds, the way she did for "Juno."

"It surprises me how sophisticated the young-adult audience is," says the "Young Adult" scribe, who is looking to write her own young-adult novel in the future. "My generation was so naive and easily pleased. These kids are critical thinkers."

Cohn echoes that sentiment. "The standards of quality have definitely grown," says the exec, who cites parent-child co-viewing as among the biggest trends in the field. "Kids are gobbling up media in giant chunks. They know how TV works and what goes into making a show. They know all the formulas. They still enjoy them, but the curtain has been lifted."

CAA's Nick Styne, who handles a roster of the biggest names in young Hollywood, says kids today know when something is being put together by adults or forced upon them, as evidenced by the backlash against YouTube star Rebecca Black and her viral hit "Friday." They even can sniff out when an actor is tweeting himself versus when someone else is doing it for him.

And though an increasingly savvy demo presents its own obstacles, Styne insists that there has never been a better time to be young and talented. He points to films like "Hugo," which marks Martin Scorsese's first venture into kid-friendly territory and features two young leads, as well "Real Steel" and "Super 8" as examples of films carried by kids.

"There are better opportunities for kids than ever before," Styne says. "If you look at these movies and really dissect them, there are high-quality roles for kids. The same can be said about TV — everything from 'Modern Family' to the networks that cater to kids reflect this. People recognize their value and appreciate that kids can be really good actors, too."



AUDJOA MARLEY



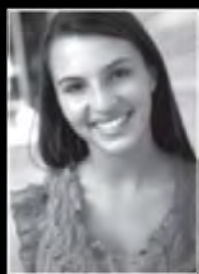
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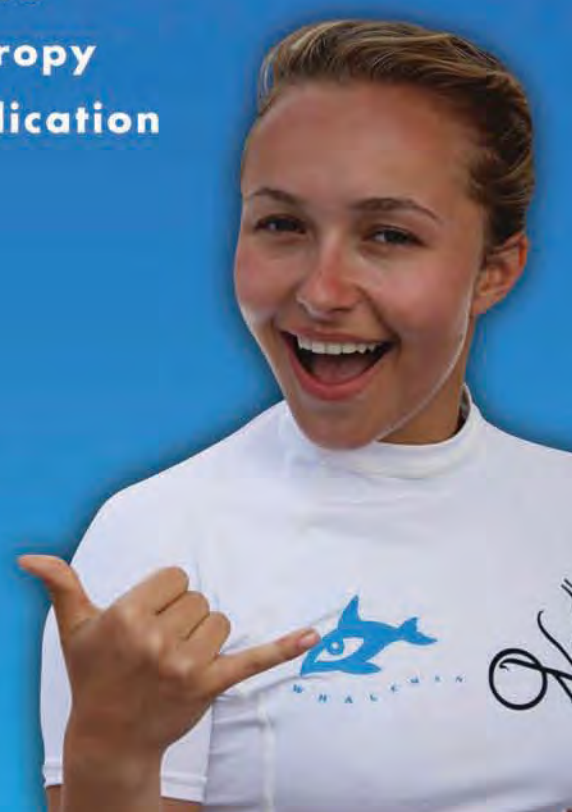
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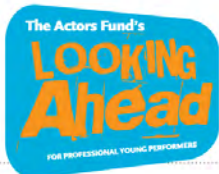
The Whaleman Foundation congratulates Hayden Panettiere for being honored with *Variety's* "Power of Youth Philanthropy Award" for her unrelenting commitment, passion, and dedication to saving our world's dolphins, whales, and oceans.



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# JUNIOR JOURNOS

Working with Variety mentors, the newsletter staff for Looking Ahead (a program dedicated to helping teen thespians prep for adult careers) contributed stories about issues that concern them

## Child's crisis brings Dogg house closer

By **ALYSSA FREYDER**  
and **DALLAS HOLLINS**

Although you probably don't recognize Cori Broadus by name quite yet, you've surely heard of her father: Snoop Dogg. Like her dad, the 12-year-old rising star loves to sing and act. She even hopes to win a Grammy one day.

But having a famous father isn't the only thing that sets Broadus apart from other young singers. Since age 6, she has been battling lupus. Rather than let the condition bring her down, Broadus recently wrote a song called "Love Heals It All" that is designed to raise awareness about — and money for — lupus. In her words, the song is about how "having people that love you is what can heal you."

Because of their shared interest in music, "I was already close to my dad," Broadus says. But dealing with lupus has also brought her closer to her mother, Shante, who joined the board of Lupus L.A., a family-oriented organization that creates support groups for people battling the condition.

Together with Shante, Cori was inspired to launch the Cori Broadus Lupus Foundation to help others — proof that even though bad things happen, there are ways to stay positive and make a difference. "I had my family to depend on, and they were there through all of it," she says.



Snoop Dogg and Shante Broadus help their daughter Cori rise to challenge.



"Casper" and "The Addams Family" veteran Christina Ricci's star is still flying high with "Pan Am," below.



## Growth potential

Christina Ricci offers career tips to savvy young performers

By **CHEYENNE HAYNES** and **DAVID BUEHRLE**

From her early roles in such family films as "Casper" and "The Addams Family" to her starring turn on ABC's "Pan Am," Christina Ricci stands as a role model for young performers looking to create successful lifelong acting careers.

At age 9, Ricci made her screen debut in "Mermaids," sharing the screen with Cher, and she has worked steadily ever since. In this interview, the now grown-up star offers her expertise to teenage pros looking to make the same transition.

**At what point did you decide that you wanted to do this as a career?**

"When I was 13, I was making the second 'Addams Family,' and we were on the Paramount lot, and I was having such a great time. I was starting to really pay attention to filmmaking, and I just looked around and said, 'Yeah, I think I want to do this my entire life.' It sucked me in, and I fell in love with it."

**Do you find that it was easier to get work when you were a child actress or today?**

"It's hard to tell, because when you're a child growing up, your interests are so varied. I'd work, and then I'd be totally happy to go back to school and be with my friends and be immersed in that world. I maybe

worked less, but being an adult and having your sole focus be on your job, it probably seems like I work less now. I've been very lucky in that as I've gotten older, my career has sort of grown with me, and the parts I've played have grown with my age."

**Do you have any advice for child actors looking to show they can do more heavy material?**

"My advice would be to live life and know that the parts will follow you as you have more experience. The thing is, you can't play adult emotions and adult scenarios until you actually have reference to draw on. So if you concentrate on living a life and gathering experience, those experiences will show in your acting, and they will naturally make people cast you in those kinds of roles. A really great director will see that there's now more to you."

**Were there any detours or delays along the way? And is there anything you wish you could have told the younger version of yourself to avoid them?**

"I think this industry does sometimes create insecurity. The thing I've learned over time is that no two actors are alike. There's a role for everybody, and you have to trust that what you have is unique and not try to manipulate things so you can be more like some other actress who's getting more parts. You have to trust that the thing that makes you special will be who you are — and that is the thing that will garner you success."

## Casting of 'Switched' seen as a good sign

By **HANNAH PITTS**

I am learning American Sign Language (ASL) thanks to Lizzy Weiss, the creator of ABC Family's "Switched at Birth," about two teenage girls who discover they aren't who they thought they were — a premise further enriched by the fact that one of the girls is deaf.

According to Weiss, she didn't conceive the show to feature a deaf character. Ever since taking a deaf theater class in college, however, she had kept the community



Leclerc

in mind. "Switched" proved a perfect platform, allowing Weiss to showcase ASL, which she describes as a beautiful language with very intuitive and poetic signs — like a dance of the hands.

Rather than casting hearing actors to play deaf, Weiss launched a national casting call to find Katie Leclerc, who was diagnosed with an inner-ear condition called Meniere's disease when she was 20. "Switched" also features Oscar winner Marlee Matlin and 18-year-old Sean Berdy, both fully deaf.

"It's very rare to find a hearing actor who is as fluent (in ASL). We just really wanted the authenticity for that part," says Weiss. "All teenagers think they are different in some way, no matter how mainstream they may seem to other people, and I think that's what makes (the character's deafness) relatable."



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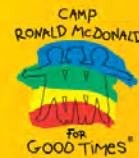
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## TEENICK HALO AWARDS



TeenNick's chairman Nick Cannon hosts a Times Square screening of the 2010 TeenNick Halo Awards, which honors the Millennials.

# HEAVENLY PAIRINGS

*Concerned teens and celebs join together to highlight mutual causes at the Halos*

By JENNY PETERS

**N**ick Cannon has a vision. The chairman of the TeenNick network since 2008, the 31-year-old knew even then that there are plenty of American teens interested in more than just videogames and texting. He decided to “help start a movement” that will keep those kids engaged.

“With TeenNick, I had this brand that I thought had to represent something,” Cannon says. “We knew that the Millennials as a generation are actually driven and focused, and really want to dig in and be a part of change.”

Two years ago, Cannon conceived the Halo Awards, which are a surprise to the honored teens whose community service is paired with a celebrity dedicated to the same cause. When he pitched it to his bosses, they jumped on the concept.

“We got very excited by the idea right away, because we knew through research — and just looking around — that kids in our nation are more service oriented than ever before,” says Marjorie Cohn, president of original programming and development at Nickelodeon/MTVN Kids and Family Group. “And once we decided to do the show and started digging deeper, the stories were incredible. And it’s become one of our favorite projects.”

The Halo Awards are such a TeenNick fave the net is ramping up the program in a big way in 2011. What started as an annual show featuring taped segments will now be a full-blown black-tie affair.

“We’re holding a gala at the Hollywood Palladium and we’re going be rolling clips of what we used to do on the Halo Awards show, with video of the moments when the kids meet and then spend time with the celebrities. But now there’s the gala, an opportunity for their family and friends to come join them in a very prestigious event.”



Cohn

This year’s teens have already had their Halo Moment, surprised by Cannon and celebs Lady Gaga, David Beckham, Taylor Swift and Jessica Biel. They’re kids who have raised donations to fight bullying, for tornado relief, to build soccer fields for African kids and to empower girls in at-risk home situations.

Those teen honorees, and the award winners who have come before them, are shocked when they learn they have been chosen. It’s that moment that the TeenNick team believes makes the Halo Awards work so well.

“The Halo hits are so exciting,” Cohn says. We capture them unawares, just doing what they do every day, and Nick comes into the room, and you see the shock and the recognition, and the “what’s going on?” look on their faces. The four first hits of 2009 were just incredible, since the awards were new. They will live in my memory forever.”

Getting kids to watch this year’s taping of the gala, which airs Nov. 6, shouldn’t be too tough, especially if Lady Gaga turns up. But Cannon and Cohn are keeping that info close to the vest.

“We don’t know yet exactly who is showing up, but we do know from what we’ve done in the past that it will be some good people,” Cannon says. “And we’ll have a couple of surprise musical performers and good presenters.”

Regardless of the gala’s celeb quotient, Cannon believes that his Halo Awards are actually causing change.

“I’m trying to create the Halo effect, so encouraging one act of kindness, one act of helping others who are needy, it kind of trickles down and becomes a movement,” he says. “I actually believe that it has already actually become a movement, and I hope there’s a larger movement happening, that young people continue to halo long after the show airs.”

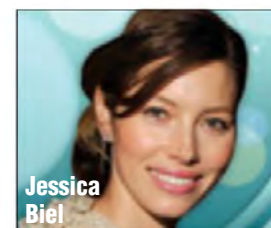
## CELEB GUESTS



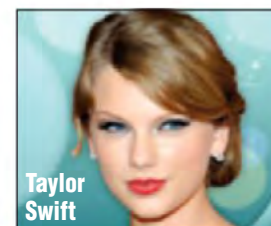
Lady Gaga



David Beckham



Jessica Biel



Taylor Swift

## HONOREES



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Emily-Anne Rigal



Shanoah Washington



Kyle Weiss