PLUS YOUTH IMPACT REPORT 2010

Talents tout career clouf

As top young stars soar, many are stepping behind the scenes

By TATIANA SIEGEL

ever mind directing. Many young stars are telling the studios that what they really want to do is ... produce. A number of next-generation thesps, from Taylor Lautner to Zac

As "Harry Potter" and "Hannah Montana" wrap, a new class moves up.

Event honors causeconscious teens. PAGE A4 See who changed the game in 2010. PAGE A6 These 20 talents are ready to break out. PAGE A34

Efron to Miley Cyrus, are leveraging their clout to launch producing careers. Moving beyond the momagers and minders that have reigned in recent years, these teens and twentysomethings are seizing control of their careers by optioning books, commissioning scripts and packaging projects as potential starring vehicles.

> But like most teen ambitions, success is easier said than done.

"A lot of people get vanity deals, but they aren't really producing," says Nick Cannon, who offered a template for the new multi-threat when he became Nickelodeon's youngest-ever

producer by taking on that responsibility on the network's "The Nick Cannon Show." "I was actually doing the job and figuring out budgets and making sure things met their deadlines. Coming from the world of stand-up, I already had the mindset of a producer. As a comedian, I wrote my material, booked the venue, promoted the show, performed, etc."

Cannon, now 30, is in the middle of a multi-year deal with See CAREER CLOUT page A39



Eleven-year-old critic Jackson Murphy just added an Oz TV station to his list of outlets.

Kid crix grade pix through different eyes

By PETER DEBRUGE

auline Kael was 33 when she wrote her first film review, which she did at the invitation of an editor who overheard her arguing about Charlie Chaplin's "Limelight' in a San Francisco coffee shop.

By contrast, Jackson Murphy, aka "Lights Camera Jackson," was 7 when he started reviewing movies for Radio Disney. Now 11, the prepubescent pundit weighs in each week for

local paper the Record, upstate New York TV network YNN and, as of this Monday, Australia-based Seven Network's "The Morning Show." Jackson, the youngest-ever win-

ner of a New York Emmy for his high-energy, highly opinionated critiques, attracted national attention this summer when he went on CBS' "The Early Show" to offer his insights into "Inception": "Really confusing! The movie isn't really made for people my age," he ranted.

But he's hardly the only kid critic on the scene. Just this past Sunday, the San Diego Press Club awarded 10-year-old Union-Tribune critic Perry Chen its Excellence in Journalism award. "I offer a kid's perspective. I think kids' opinions are important," says Chen, who has been grading movies on his trademark five-starfish scale since he was 8.

Even younger is Riley McNamara, who started contributing to See KID CRIX page A40

WERED TO TAL AND NOT JUST THE AN

SCOOBY-DOO

0

0

TOWER PREP.

DESTROY BUILD DESTROY

RAMMATED KIND

NEVERFAIL

DUDE, WHAT WOULD HAPPEN

UNNATURAL HISTORY

1 M

POWER OF YOUTH: HONOREES



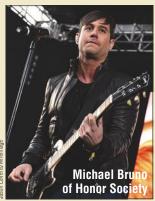
The 2009 Power of Youth event honored Jesse McCartney, AnnaLynne McCord, Miranda Cosgrove, Keke Palmer (with Variety publisher Brian Gott, above) and Corbin Bleu, below.

Youth troop makes altruism its priority

By BETSY CRIBB

ore than 9,000 comments and 40,000 retweets in 24 hours. That's the power of a young superstar, and

That's the power of a young superstar, and that's how fans responded to *Variety's* 2010 Power of Youth honoree Justin Bieber when he tweeted about his



involvement with the charity Pencils of Promise. On Oct. 24, nearly 250 young celebs, including Bieber, will gather on the Paramount backlot to give their fans a fun-filled afternoon. Now in its fourth

Now in its fourth year, the *Variety* Power of Youth event connects cause-conscious young celebrities with kids from the charities and organizations they support, giving children involved with

Pencils of Promise, Education Through Music-Los Angeles, the UN Foundation's Girl Up Campaign, LA's BEST and All It Takes a unique opportunity to interact with young stars in a street fair environment that includes everything from face painting and pumpkin carving to a live performance by Dylan Minette. Presenting sponsor the Hub, along with Electronic Arts, Chipotle, Pizza Hut, Coca-Cola, Xbox Kinect, Netflix, Sprinkles, Dell and Radio Disney will all be on hand as well, with activities for the guests to enjoy.

"My experience with the organization over the past couple of years has shown me how capable and willing the youth entertainment community is not only to put in the effort to lend a helping hand, but to actually reach out and inspire their peers to do the same," says 2009 honoree Corbin Bleu. "At the event, there are hundreds of young people, both industry and non-industry alike, who see and are touched by the possibilities of what they have the potential to go out and do."

Last year's event included performances by the cast of "Fame," See POY page A16 Variety's Power of Youth awards honor five young celebs who've used stardom to look out for those less fortunate



JUSTIN BIEBER Third World schools have an ally in chart-topping teen

WHO: Discovered on YouTube in 2007, Justin Bieber signed with Island Records in 2008 and released his debut EP "My World," which made him the first artist to have seven songs from a first album on the Billboard Hot 100. Following that, Bieber released his first full studio album "My World 2.0," which certified platinum in less than two months, making him the youngest solo male artist in the U.S. to have a No. 1 album on Billboard Top 100 since Stevie Wonder in 1963.

WHAT: One dollar of every

Bieber concert ticket benefits Pencils of Promise, which partners with local communities to build schools and increase educational opportunities in the developing world. An international movement of more than 60,000 committed supporters, PoP works alongside each community to create selfsustaining projects that local families build and maintain themselves.

WHY: "Our main goal is to help kids around the world," says Bieber's manager, Scooter Braun. "Justin and I have an initiative with Pencils of Promise to help raise enough money to build 100 schools in developing countries around the world over the next two years."

WHAT'S NEXT: On Nov. 3, PoP will host a benefit concert at Gotham's Roseland Ballroom. Then on Nov. 13, PoP holds its inaugural Multi-City Event Challenge to see which city can raise the most funds to support PoP's mission and new projects.

VICTORIA JUSTICE Rising Nick starlet gives Girl Up a boost

WHO: Actress-singer Victoria Justice's breakthrough performance in Nickelodeon's "Zoey 101" led to her current starring role as a 16-year-old who gets recruited to join a performing arts high school in the net's popular "Victorious," which premiered in March.

WHAT: Girl Up, a "for girls, by girls" United Nations Foundation campaign, gives American girls the opportunity to raise funds and awareness for UN programs that help educate, protect and empower adolescent girls living in developing countries.

WHY: "I was looking for something to be a part of, and then this (opportunity) came my way. I really liked the fact that it was girls helping other girls. There is so much that I didn't know and recently learned about girls just like me. I feel it's so important to help other girls who have hopes and dreams just like we all do, but don't have the same opportunities we have here for reaching their full potential."

> WHAT'S NEXT: In September, Justice helped launch the Girl Up campaign in Gotham. She will continue to support the "Unite for Girls" tour, which travels to cities across the U.S. to inspire and engage teens from coast to coast, including an upcoming event in Los Angeles on Nov. 5. Justice also plans to visit Girl Up supported programs in developing countries.



to 4 p.m. WHERE: Paramount Studios' New York Street, 5555 Melrose Ave., Los Angeles

SHAILENE WOODLEY 'Teenager' star takes

message to the streets

WHO: Best known for her Teen Choice Award-nominated role as underage mother Amy Juergens on ABC Family skein "The Secret Life of the American Teenager," Shailene Woodley will next appear on the big screen opposite George Clooney in Alexander Payne's "The Descendants."

WHAT: All It Takes is an organization that Woodley and her mother, Lori Woodley, started in order to inspire ideas that empower action in simple daily ways that make schools, communities and the world continue to grow into cleaner, safer, healthier places. Working with individuals ranging from the youth to the elderly, All It Takes supports innovative programs that make a naturally profound difference.

WHY: "I had always wanted to start an organization, but I never knew what (kind). My biggest passion in life is helping the environment, and my mom's biggest passion is anti-bullying and teaching kids to love each other and seek help if they feel the situation requires it. So she wanted to start a antibullying organization, and I wanted to start an environmental organization, but neither one of us knew how to go about that. My mom came up with the name All It Takes. I would say it's more of a movement than a charity."

WHAT'S NEXT: With the org launching Sunday, All It Takes' inaugural youth conference will take place Oct. 28-30.

BOW WOW

'Lottery Ticket' star taps rap roots to assist music students

WHO: Bow Wow exploded onto the music scene in 2000 with "Beware of Dog," the first in a string of platinum and gold albums that spawned six No. 1 singles. To date, the rapper-actor has sold more than 10 million albums. When he's not recording hit songs, Bow Wow can be seen on the big and small screens in "Lottery Ticket," "Entourage" and as the lead in Tyler Perry's upcoming "Madea's Big Happy Family."

WHAT: Education Through Music–Los Angeles partners with disadvantaged schools that lack the resources for a music program, and provides instruments and weekly music instruction yearround for every child as part of the core curriculum in order to enhance students' academic performance, creative and general development.

WHY: "Once you achieve a level of power, you have to be able to turn it around and use it to help better lives and create opportunities for other people. What got me about (ETM–LA) is everything it stands for. Being part of the music scene, it just made sense. Anything positive, I'm down for it."

WHAT'S NEXT: Over the next several weeks, the rapper-actor will be visiting ETM-LA partner schools to speak with music students. In November, the org will host a benefit concert in Burbank in partnership with 4GOOD and Join the Band.





DAVID HENRIE Improv aficionado shares his art with LA's BEST afterschool kids

WHO: David Henrie stars as Justin Russo in Disney Channel's hit series "Wizards of Waverly Place." Other credits include Disney's "Dadnapped," a recurring role in "That's So Raven," and "How I Met Your Mother," as well as guest-starring roles on "Cold Case," "House," "NCIS," "Without a Trace" and "Judging Amy."

WHAT: LA's BEST, a nationally recognized afterschool education, enrichment and recreation program, serves 28,000 kids at 180 elementary school sites in Los Angeles. Org provides safe and supervised afterschool programs for elementary school children.

WHY: "I had been looking for a philanthropic cause to support, and I wanted to be able to contribute a skill set other than 'I'm on a TV show and kids know me.' So I thought about what my favorite things to do are and what helped me in life. That's when I thought of improv. So I teamed up with Peter Murrieta's Bang Improv and LA's BEST and entered one of their school enrichment programs and taught improv classes. It was great to see the kids come out of their shells and discover personalities that they didn't even know existed."

WHAT'S NEXT: In the upcoming months, Henrie will continue to teach improv class at LA's BEST affiliated schools. Additionally, org is selling tickets to the November opening night performance of "Cinderella" at L.A.'s El Portal Theater. Proceeds will benefit program.

YOUTH IMPACT REPORT: BIGSCREEN KIDS

From 'Alice' to 'Twilight,' young stars continue to drive the film, TV and music biz on all fronts. Variety's fourth-annual youth issue spotlights overachievers in the 21-and-under scene

MIA WASIKOWSKA Billion dollar debutante

n 2008, Mia Wasikowska found herself on the *Variety* "10 Actors to Watch" list due to her work as a suicidal teenage gymnast on the HBO series "In Treatment." Just two years later, the actress — who turned 21 this month — has most certainly lived up to the billing In March, she starred in the title role of one of the year's

Impact: Played Alice in Tim Burton's "Alice in Wonderland," followed by a pivotal part in summer indie "The Kids Are All Right.' Next: Has already wrapped lead roles in Gus Van Sant's "Restless" and Cary Fukunaga's "Jane Eyre," both due in 2011. Causes: None yet

biggest blockbusters, Tim Burton's "Alice in Wonderland," which grossed more than \$1 billion worldwide. She followed that up by playing the angst-ridden daughter of two lesbian moms in Sundance hit "The Kids Are All Right," which earned more than \$20 million this summer.

It's a mighty leap for the Australian-born Wasikowska, who, besides "In Treat-ment," was previously best known for her work in 2006 crocodile horror film "Rogue," which co-starred fellow Aussie Sam Worthington, and the tiny 2009 drama "That Evening Sun," which gar-nered her a Film Independent Spirit Award nomination.

But her TV appearance demonstrated there was something special about the actress, as her "Kids" director Lisa Cholodenko recalls: "My sister had said to me a year before we cast, 'Have you ever seen that HBO show "In Treatment?" Because there's this girl that I think would be good for your movie.' And it was Mia. So I watched the show and thought she was very interesting. Then she put herself on tape when we were finally casting, and I just had faith that she had something going on that was very unusual. She's just great in this 'gonna be a star' kinda way.

- Peter Knegt

KRISTEN STEWART

'Twilight' star keeps indie cred

risten Stewart's been living a double life. By twilight, she stars as Bella Swan in the red-hot vampire franchise (the first two, "Twilight" and "New Moon," have grossed more than \$1 billion worldwide, and "Eclipse" earned nearly \$300

million domestic). But while these

global blockbusters have supercharged her career, the 20-year-old actress has also been moonlighting in such edgy indie films as "Welcome to the Rileys" (as a strung out New Orleans stripper) and "The Runaways' (where she portrayed hard-living '70s rocker



Joan Jett). Both premiered at Sundance and further cemented her reputation as that Hollywood rarity, a beautiful actress more interested in substance than glamour, and with the acting chops to back it up.

The L.A. native has showbiz in her DNA — her father's a TV producer, her Aussie mom a script supervisor — and was discovered by a talent scout at a school Christmas play. After some small TV roles, she appeared in "The Safety of Objects" and then got her big break playing Jodie Foster's daughter in the David Fincher-directed 2002 thriller "Panic Room," mixing it up with provocative dramatic roles along the way, including a memorable turn as an underage, desert commune-dwelling seductress in Sean Penn's "Into the Wild."

Despite her new career trajectory, Stewart shows no sign of wanting to leave her indie cred in the dust. She just wrapped production on "On the Road," an adaptation of the Jack Kerouac novel directed by Walter Salles that shot in Argentina, and will play a male-to-female transsexual in "K-11," a prison drama co-written by her mother, who will also direct.

franchise has catapulted Stewart to the top of young Hollywood's A list. Next: Shooting "Breaking Dawn," the final two films in the Twilight saga, back-to-back in Vancouver. Causes: Member of Red Cross National Celebrity Cabinet.

Impact:

The vampire

Iain Blair



aden Smith was just 8 when he made his film debut in 2006's "The Pursuit of Happyness," playing the son of real-life father Will Smith. The tyro's affecting turn earned him breakthrough performance kudos at the MTV Movie Awards, as well as a role opposite Keanu Reeves in the 2008 remake of "The Day the Earth Stood Still."

This summer, Smith — who made his TV debut at 5 on the Smith family-produced series "All of Us" — landed the lead in the rebooted "The Karate Kid," again produced by his parents. But if nepotism figured into the mix, Smith's impressive combination of acting chops, karate chops and cool cha-

JADEN SMITH 'Kid' shows acting chops

Impact: Co-starred with Jackie Chan in "The Karate Kid," a surprise summer blockbuster. Next: "The Karate Kid" helmer Harald Zwart indicates there is "serious talk" about a sequel. Causes: Project Zambi.

risma was a much bigger factor in making the film a critical and commercial hit (it's grossed \$356 million worldwide to date).

"Yes, he comes from this terrific pedigree and grew up in a showbiz family, but he's very grounded, respectful and an incredibly focused hard worker," notes "Karate Kid" director Harald Zwart. "He had to train for months, learn all the moves,

learn Chinese and his lines, and his stamina never flagged." Zwart admits there was initial skepticism about Smith's age but says the actor quickly proved himself. "There's a maturity with Jaden that made the movie very strong."

Zwart adds that Smith's producing parents, who were in China for the shoot, are well aware of the pitfalls of child stardom. "First, it's not one of those situations where the kid's the only breadwinner. And Will and Jada have done a great job parenting their kids." Jaden's younger sister Willow also broke out this month with the song "Whip My Hair."

– Iain Blair



DANNY BOYLE & LOVELEEN TANDAN: The "Slumdog Millionaire" helmer directed former teen star James Franco in "127 Hours." Casting director Tandan is back in India.

ABIGAIL BRESLIN: Saw her pic "Janie toon "Rango" opposite Johnny Depp.

Jones" preem at the Toronto film fest. Lends her voice to



DAVID KROSS: The young German star of 'The Reader" is filming Steven Spielberg's 'War Horse," slated for release in Decem ber 2011.



CLAUDIO GUBITOSI: The Giffoni Film Festival founder celebrated the kiddie fest's 40th anniversarv in 2010. Also broke ground on Giffoni Multimedia Valley project.



THE OSBRINK AGENCY

"If you want to be successful,it's just this simple.Know what you are doing.Love what you are doing.And believe in what you are doing."

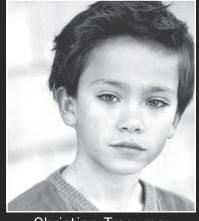
-Will Rogers

AMSEL, EISENSTADT & FRAZIER, INC. NICOLE JOLLEY • MILTON PEREA

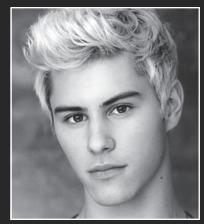




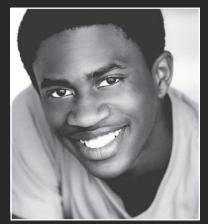
Faith Dyer CSI Miami - Guest Star Optrix Brand



Christian Traeumer Bless Me, Ultima - Lead Arizona - Lead



Michael Willett United States of Tara - Recurring Friends With Benefits Luber Roklin Entertainment



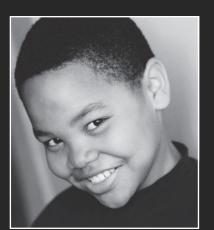
Malcolm David Kelly Gigantic - Series Regular LOST - Recurring The ESI Network



Joseph Schirle Private Practice - Guest Star The Fresh Beat Band - Recurring The Grief Tourist



Tiffany Shinn Southland - Guest Star AT&T



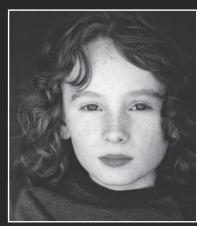
Stevie Wash Jr. Madea's Big Happy Family - Lead Southland - Guest Star Blue Max Entertainment



Madisen Hill Debut single "Suga" won Pop Singer of the Year in LA Music Award Arc Talent Management



Chloe Csengery Criminal Minds - Guest Star Lopez Tonight RSM Talent



lan Hamrick The Walk - Lead Sportlet - Guest Star David Dean Management



Samantha Bailey The Young & The Restless - Recurring Weeds The ESI Network



Khylin Rhambo Reed Between the Lines - Guest Star Disney's Get Connected - Reporter Luber Roklin Entertainment



Curtis Harris Fringe - Guest Star Modern Family Trilogy Talent



Tyree Brown Parenthood - Series Regular A Father's Promise



Nick Roux Lemonade Mouth - Lead The Suite Life on Deck - Guest Star Lively Management



Eitan Djiji In Loving Memory 6/26/96 - 8/11/10

YOUTH IMPACT REPORT: BIGSCREEN KIDS

CHLOE GRACE MORETZ

Kickin' it new school

f Saoirse Ronan was the girl taking all the coveted teen actress roles off the table a couple years ago ("Atonement," "City of Ember," "The Lovely Bones"), this year it's 13-year-old Chloe Grace Moretz. First appearing as a tomboy in "Diary of a Wimpy Kid," Moretz then turned

Impact: Highprofile work in "Diary of a Wimpy Kid," "Kick-Ass" and "Let Me In." Next: Martin Scorsese's "Hugo Cabret," "Emily the Strange," Karyn Kasuma's "The Rut" and others. Causes: Kidnev cancer awareness. heads as the ultraviolent, potty-mouthed Hit Girl in "Kick-Ass," following that up as a forever-12 vampire in "Let Me In," the adultsonly remake of a celebrated Swedish art-horror film.

"Kick-Ass" attracted controversy for putting a young actress in the midst of some over-the-top asskickery, but Moretz says her acting coach (her older brother Trevor) and mother vet every screenplay she's offered. "My mom loved the characters, and so did my brother,

and we always go with our instincts. It's a film, it's not real life, so we didn't have a problem with the roles." she says. "I put my heart and soul into a character, and whether people like it or not, I'm happy with my performances.

Critics have called Moretz's work "terrific and fearless," "beautiful" and "elegant," while comparing her to impressive young actresses whose talents bloomed as they became adults: Jodie Foster and Natalie Portman (whom Moretz idolizes). "I'd absolutely die to work with her," Moretz gushes. "She is so smart, so different than most actresses out there. I've always looked up to her.'

If 2010 sounds busy, you should see Moretz's 2011 schedule: She'll appear in five releases, including Martin Scorsese's first 3D film, "Hugo Cabret."

"He's amazing, because he gives you so many choices and ideas about how to approach your role," she says of the director.

– Sandie Angulo Chen

or a 14-year-old who's managed to hold his own against the likes of Viggo Mortensen (in "The Road") and Eric Bana ("Romulus, My Father"), Kodi Smit-McPhee got an unusually casual start to acting. "When I was 8, my dad asked me if I wanted to audition, just for fun," he remembers. 'I did just a little short film, and I liked it. I just kept doing it, and then I

started getting bigger auditions for bigger roles." In "Let Me In," his current film, the young actor plays a bullied outsider who makes friends with a new neighbor who turns out to be a vampire. Despite the material's seriousness, Smit-McPhee says the preparation he goes through with his father made it easy to return to the real world at the end of each day. "With my dad, we make a whole backstory for the character," he explains. "The main thing is that I don't really bring anything personal to it, and

Post-apocalyptic poster boy

KODI SMIT-McPHEE

then I can just let it go at the end of the day because I know that it's all not real."

The young thesp says his father also keeps him grounded with a few simple rules. "Yeah, 'Don't brag about anything' and 'Try not to get big-headed, explains Smit-McPhee, who is currently doing voice work for "Paranorman," the new stop-motion film from Laika, the studio behind "Coraline." He says the project was a challenge because he actually had to be less real for a change. "It's a bit different because you have to get all of your emotions out through your voice," he says, "but it's fun." — Todd Gilchrist Impact: Intense roles in the R-rated indies "The Road" and "I et Me In." Next: Voicing the lead in "Paranorman." an animated feature about a kid whose ability to see ghosts helps save the world from a zombie outbreak Causes: None yet.

Impact: Starred in spring's comicbookbased "Kick-Ass," and played young John Lennon in Sam Taylor-Wood's "Nowhere Boy. Next: "Chatroom," an Internetthemed horror film from "Ringu" director Hideo Nakata. Causes: Elton John AIDS Foundation. Amnesty Intl.

AARON JOHNSON 'Boy' seeks mature roles

n less than a year, Aaron Johnson starred in two wildly different origin stories: Matthew Vaughn's "Kick-Ass," in which he plays a costumed vigilante who tries to prove that heroes don't only exist in comicbooks. and "Nowhere Boy," which imagines the teenage years of John Lennon's life.

As daunting as the latter role might sound, Johnson says that after reading the script, he immediately understood how to play the former Beatle.

"All I had to do is just say, 'Look, I'm not dealing with the icon yet,' the actor explains. "The character was so strong on the page that I already naturally had a belief in this character. I felt like I knew this person."

On "Kick-Ass," the young heartthrob was actually instructed to work out less for the role. "Matthew told me to quit

the gym," he says. "I was a dancer, and I usually go to the gym quite a lot, so I had to lose weight and stop going to the gym. He wanted me to be weedy.

Whereas most of the 20-year-old's peers are playing younger, Johnson says he's eager to take on more grownup work.

"The sort of roles I am going out for are always about 10 years older than I am," he says. "I'm not really interested in that sort of teen-angst, stupid high school virgin that can't get a girl."

But Johnson's still learning, he admits.

"In 'Kick-Ass,' there were so many actors, and they were all really strong elements that made that film what it was," he says. "Those fantastic performances hide my weak spots.'

Todd Gilchrist

ANTON YELCHIN: Recently

wrapped "Fright Night 3D. Jodie Foster-directed "The Beaver" is still in limbo, though he's since reteamed with co-star Jennifer Lawrence on "Like Crazy."





JESSE HARRIS: The 2010 edition of his National Film Festival for Talented Youth doubled in size. Earned a Hollywood Foreign Press Assn. grant to train young helmers.

TAYLOR LAUTNER: Squeezed two "Twilight" movies into the last 12 months, prossing nearly \$1.4 billion worldwide. Just wrapped John Singleton's "Abduction."

CHRIS WEITZ: Wrapping up "The Gardener" for Summit. Currently in development on "The Game." which he will produce for Lionsgate.



YOUTH IMPACT REPORT: BIGSCREEN KIDS

ZACHARY **GORDON** 'Wimpy' way up

ome young actors strive to be the next Tom Cruise or Will Smith, but 12-year-old Zachary Gordon has found success as the next Bill

Murray. "Diary of

a Wimpy Kid" pro-

ducers auditioned

nationwide search

thousands in a

to find the boy

who would play

the selfish, lazy,

manipulative yet

beloved protago-

"Like a Ben

Stiller or Bill Mur-

ray, you just like to

see him get himself

into bad situ-

ations and

deal with

series.

nist of the hit book

Impact: Landed coveted kidlit role in hit "Diary of a Wimpy Kid.' What's next: Shooting the "Diary" sequel and voicing characters in "Beverly Hills Chihuahua 2." "Norm of the North" and the Nick Jr. series "Bubble Guppies. Causes: Lollipop Theater Network, visiting kids in hospitals.

the fallout," says "Diary" producer Nina Jacobson. "Zach was the kid who could pull it off and get away with it."

With Gordon in the lead, "Diary" earned \$64 million, outgrossing Miley Cyrus starrer "The Last Song," and is now shooting a sequel. Before "Diary,"

Gordon appeared in "The Brothers Bloom" and "National Treasure: Book of Secrets," while lending his voice to animated series "Batman: The Brave and the Bold" and "Ni Hao, Kai-lan," where he speaks Mandarin.

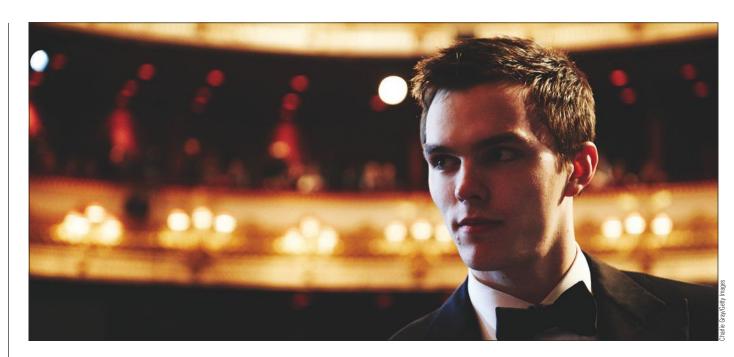
Had it been up to him, Gordon would've started acting even earlier. "When I was

younger, I asked my mom if I could go to an acting class and she said I had to wait until I could read," he says.

The craft comes relatively easily to Gordon. His voiceover agent, CESD's Melissa Berger Brennan, says he booked an animated pilot on his first audition.

"He has a wonderful, quirky voice, but he also had the personality and all the joy that goes along with it," she says. "He's a smart kid, good actor, funny, unique same stuff you'd like about an adult but in a slightly shorter package."

- Tara McNamara



NICHOLAS HOULT Growing from 'Boy' to 'Man'

icholas Hoult has come a long way since 2002's "About a Boy," in which he played the nervous 12-year-old who complicates Hugh Grant's life. Hoult, now 20, escaped the child-actor curse by accepting a racy role on the British sex-anddrugs-filled teen drama "Skins," bringing a cocky sexuality to the

skein's lead character. Last year, he cemented his status as an adult actor with an even more provocative turn in Tom Ford's "A Single Man," shedding his English accent (among other things) as a gay college student who tries to rescue Colin Firth's Impact: Showed tremendous range, from "A Single Man" to wielding a sword in "Clash of the Titans."

Next: Key roles in big-budget franchise pics "X Men: First Class" and "Mad Max: Fury Road.'

Causes: Christian Aid, Teenage Cancer Trust.

despondent professor from his grief.

Since then, big-budget Hollywood offers have been coming Hoult's way. The actor took up arms against the gods in "Clash of the Titans," and he is currently filming as a young Hank McCoy, aka Beast, in Matthew Vaughn's "X-Men: First Class."

Hoult, who admits to being "a huge fan" of the X-Men series and comics,

says he's enjoyed honing the action skills he learned in "Clash" and collaborating with an "amazing group of actors" that include James McAvoy, Michael Fassbender and Kevin Bacon.

'I can cross them off the list of actors I've dreamed of working with," Hoult says. "I hope I can keep getting opportunities to work with more.'

That shouldn't be a problem, according to "Skins" co-creator Bryan Elsley. "I am absolutely certain that with or without 'Skins,' Nicholas is destined for a big movie career," Elsley says. "He's a superb actor of the first order, and he's starting to show that now with the variety of roles he's taking on."

— Sandie Angulo Chen

NOAH RINGER Texas teen tackles 'Airbender'

oah Ringer sees many similarities between acting and martial arts. "They both take a lot of determination and focus," says the 13-year-

old thesp, who became a black belt shortly before playing lead character Aang in M. Night Shyamalan's "The Last Airbender."

It was the first-time actor's background in martial arts that earned him the role, after he heard about open auditions through his taekwondo club in Texas.

"It's a really funny story, actually," Ringer says. "I wasn't interested in martial arts at all, but my mom found a taekwondo school that was about 20 minutes from our house, and she kept taking me back there for a year before I finally tried it."

Ringer loved the first class and committed himself to learning taekwondo, applying the same determination and focus to his film work that he used after being cast in "The Last Airbender." Since he'd never acted before the au-

dition, Ringer relied on an intense period of study with an acting coach.

Though critics were harsh toward the film (with fans of the Nickelodeon series that inspired it upset that

Shyamalan had chosen a non-Asian kid to play the young Asian monk), "The Last Airbender" has earned more than \$300 million worldwide. While Paramount decides whether to greenlight a sequel, Ringer is shooting "Cowboys and Aliens" for director Jon Favreau.

After doing two period pieces, Ringer wouldn't mind something a little different for his next project. "I'd love to do a modern role," he says. "It would be nice to wear regular clothes and not be wrapped in three layers of wool in a monk outfit." – Karen Idelson

Impact: The inexperienced actor landed the lead role in "The Last Airbender.

Next: Working alongside Harrison Ford, Sam Rockwell and Daniel Craig in "Cowboys and Aliens. Causes: Kids Kicking Cancer.

ABC Family Proudly Congratulates Shailene Woodley

and Salutes the 2010 Power of Youth Honorees



a new kind of family

Photo credit: Collin Stark @ ABC Family

YOUTH IMPACT REPORT: BIGSCREEN CHAPERONES

THOMAS BALMES Delivering 'Babies' berth

he 10 top-grossing documentaries of all time include four Michael Moore firebombs, three nature docs with A-list narrators and three projects involving celebrities Al Gore, Ma-



donna and Bill Maher. "Babies" has none of these elements. But it does have babies, following infants in San Francisco, Tokyo, Mongolia and Namibia. Just five months after its Mother's Day release in the U.S., "Babies" has already climbed to No. 17 on the list of top-20 docs, and it's still premiering to favorable

reviews throughout Asia and Europe. "I was quite lucky to get the freedom to create this very unusual, nearly silent film that focused on the development of the babies," says "Babies" maker Thomas Balmes, who credits the movie's success to its crowdpleasing subject matter and Focus Features' social-media marketing campaign that included a website to introduce the four little stars, **Impact:** His docu portrait of four newborns was a global success. **Next:** A similar documentary focusing on the lives of sameaged adults around the world. **Causes:** French anti-hunger charity CFSI.

screenings for mommybloggers and reliance on "the trailer as a viral phenomenon."

But in Balmes' native France, where documentaries are as popular as fiction features, the response was positive but not overwhelmingly so.

"The French think documentaries should have a clear political message, make a statement," he muses. "But I'm not a postman; I don't have one message to deliver. I tried to use the babies to raise questions and deal with issues like globalization and cultural differences." The doc nearly included a French

baby — Balmes's own youngest son — but "my wife said absolutely not." After 400 days shooting on four continents over two years, Balmes

wants to create another global documentary, this time with adults. "I feel like traveling, seeing other cultures and seeing how people the same age but in different situations live and behave." — Sandie Angulo Chen



Low-cal options. No-cal options. However-youand-your-familyroll options.

There are people's tastes. And then there are people's taste buds. Satisfying both is why we offer such a wide range of low- and no-calorie options (150 in the U.S. alone), as well as portion-control packages, that can fit into a balanced diet and active lifestyle. Variety – it's just another thing we're doing to help make the world we all live in a little bit better. To learn more about what we're doing and why we're doing it, join us at **livepositively.com**



©2010 The Coca-Cola Company. ©2010 glacéau, glacéau[®] vitaminwater[®] bottle design and label are registered trademarks and vitaminwater zero™ is a trademark of glacéau. TRUVIA is a trademark of The Truvía Company L.L.C.

CHRIS COLUMBUS Conjuring fresh franchises

'm hoping to grow up at some point," filmmaker Chris Columbus says. "But maybe that'd be a mistake. The way the film business is today, young people are the only remaining guaranteed audience. Columbus is well-positioned to deliver that group. He began his career writing family friendly movies such as "Gremlins" and "The Goonies" for Steven Spielberg's Amblin Entertainment and hit paydirt directing the "Home Alone" comedies and "Mrs. Doubtfire."

Factor in his involvement producing the first three "Harry Potter" films (and directing the opening two entries) and helming this year's fantasy-adventure "Percy Jackson and the Olympians: The Lightning Thief," and you have one of the industry's strongest track records in finding meaty parts for young actors. "It's exciting to go out there and put someone onscreen that the audience doesn't know," Columbus says. "When it works, there's no better feeling."

That's a reason Columbus remembers the "Potter" movies as one of the most satisfying experiences of his life. He and cinematographer John Seale shot the first,

"Sorcerer's Stone," partly like a documentary, running three cameras continuously because they never knew what their young, inexperienced cast members would do.

The first two weeks, they were just so glad to be there that it was really about getting them to stop smiling all the time," Columbus remembers. "Now I watch the new movies in a theater, and it's very surreal, very emotional. It's a wonderful thing to see these kids grow and become better actors with each film."

- Glenn Whipp

Impact: "Percy Jackson" arossed \$226 million worldwide, with talks underway for a sequel. Next: Producing the drama "The Help," based on a novel about African-American maids working in white households in early 1960s Mississippi. **Causes:** There With Care, San Francisco Food Bank

RICH ROSS Mighty Mouse maven

Impact: The first exec

plucked from a family

net to run a major, Ross

is tops at Disney Studios.

Next: The Mouse House

has "Prom" and "Pi-

On Stranger Tides"

LifeCycle.

rates of the Caribbean:

lined up for next year.

Causes: Los Angeles

Team Mentoring, AIDS/

ich Ross certainly ranks a few pay grades above the average elementary school teacher, but according to the Disney topper, their roles are similar - except his classroom is on a worldwide scale.

"I have a good sense of what the kids in the family want, and certainly that helps," Ross says of his role as chairman of Walt Disney Studios. Ross began his student teaching, of sorts, in 2004, when he became prexy of Disney Channels Worldwide. During his five-year tenure, Ross rocked the kids net with such global hit serials as "Hannah Montana" and "Wizards of Waverly Place," not to mention the

"High School Musical" film series. And while Ross would be the first to admit his background at the Disney Channel has paid hearty dividends, the exec has been trying to distance himself from a reputation as just a

kidvid connoisseur since taking on the post of studio chairman last fall.

"The most important thing about any job is to make sure you understand the consumer that you're making your product for," Ross says. "At the film studio, we're making product for families to enjoy, but also adults, whether they have families or not."

Ross still plans to bait teensters, reaching back to his TV roots with projects like 2011's "Prom," as well as general auds, launching the fourth installment in the studio's megahit franchise "Pirates of the Caribbean," the first project to get the go-ahead under Ross' new tenure.

Ultimately, Ross admits his criteria for greenlighting pics remains grade-school simple: "a story well told, with characters that enthrall you," he says.

- Andrew Stewart



19 YEARS OF PROFESSIONAL ON-CAMERA STUDIO ACTING TRAINING FOR CHILDREN AND TEENS

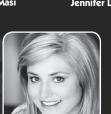
THE HOLLYWOOD AGENTS #1 CHOICE FOR NEW & YOUNG TALENT

• COMPREHENSIVE TRAINING FOR BEGINNERS TO WORKING PROFESSIONAL KIDS • AGENTS SHOWCASES • COACHING • PRIVATE ON-SET COACHING • CASTING STUDIO RENTAL & CASTING ASSISTANCE





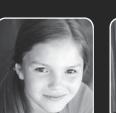




Katie Williamson



Maisha Grace Odimo







Paige Gottes



Asia Nguven



Rachel Gottes

OUR FAMOUS HOLLYWOOD AGENTS SHOWCASES HAPPEN 4 TIMES A YEAR. EVERY SHOWCASE FEATURES 40 TO 50 OF THE BEST AND THE BRIGHTEST.

Abbev Woodcock

AGENTS WANTING TO ATTEND OUR NEXT SHOWCASE, PLEASE CONTACT MARTHA MACKER, PRESIDENT, MACKER ENTERTAINMENT.

(LOCATED NEXT TO WARNER BROS. & UNIVERSAL STUDIOS) • 6767 FOREST LAWN DRIVE, SUITE 201, LOS ANGELES, CA., 90068 • 323-876-1011 • E-MAIL: mackerstar@att.net

CHECK OUT OUR WEBSITE WWW.MACKERSTAR.COM







Shailene Woodley The Secret Life of the American Teenager and The Descendants



Ayla Kell Make It or Break It



Nick Robinson Melissa and Joey



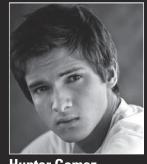
Kimmy Caruso The Balancing Act (Lifetime)



Hardy Gatlin Spooky Buddies



Stuart Allan Nickelodeon Pilot - Demo , "Zoomies", 2010 Voiceover, Series Regular as Nigel the Badger TBS Pilot, "In Security", 2010 Drama Co-Star, role of Jared



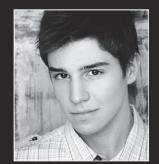
Hunter Gomez Ghost Whisperer Middle Men Last Ounce of Courage



Garrett Backstrom The Perfect Hurl (Steve Baldwin -Sears - Natural)



Sydney Gough Hannah Montana: The Movie Dinosaur Train



Erica Beck

Icarly

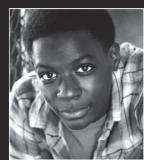
Michael Grant Disney Channel: Shake It Up National: Toy Story 3 Video Game Commercial



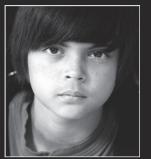
Stephanie Grant Criminal Minds



Sarah McMullen Last Ounce of Courage LA Music Awards "Best Pop Artist Nominee"



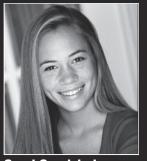
Elijah Montgomery



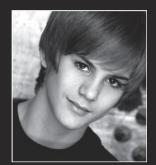
Aldrin Mrazek Chocolate Meat



Ryan Girls Home Run Showdown, Lopez Tonight, Heroes, Desperate Housewives, Little Ladiez



Sami Sandzimier Without a Trace Relient K Music Video



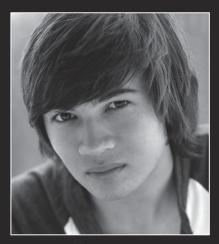
Cole Pendery Host "Inside Disney" for Tron Legacy



Kyle Red Silverstein Blue Bunny Ice Creama Crayola McDonalds Bissel Vacuum



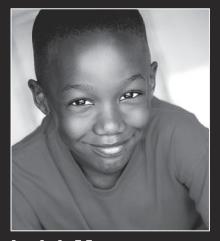
Ciara Bravo Big Time Rush



Taylor Gray Untitled Surf Show



Ryan Wynott Flash Forward The Cape



Isaiah Montgomery Men of a Certain Age



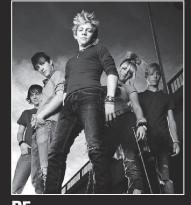
Lilla Crawford Time Warner Cable Funny or Die



Savvy Crawford



Celesta DeAstis Allstate Insurance commercial Coca Cola / Sprite commercial



R5 R5 is one of the hottest teen bands in LA, featuring Riker Lynch, Rydel Lynch, Rocky Lynch, Ross Lynch and Ellington Ratliff – R5rocks.com



Celia Kenney The Descendants – Supporting Capital One Commercial – Principal



Duke Kenney Hawaii Five-0 – Episode 4 – Co-Star Capital One Commercial – Principal



Luke Ganalon Bless Me Ultima



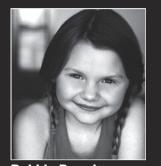
Dylan Matzke Little Red Wagon – Lead ABC's How to Be a Better American – Series Regular



Maitlyn Pezzo The Sound of Music – Gretl – Delray Beach Playhouse, FL The Wizard of Oz – Wicked Witch – Sunflower Creative Arts, FL



Dakota Sky Big Time Rush The Moises Rules



Bobbie Prewitt Tympanum – Full Length Indie Feature Film Chase – Episode 1.7 airing October 25



Andrew Steele Andrew Bocelli US East Coast Concert Tour, Child Singer: Michael Jackson Memorial, Equity Theatre: The Three Musketeers, Musical Theater: The Wiz: Scarecrow Second City Comedy Boot Camp



Athena Ripka Law & Order SVU - costar 30 Rock - costar 2 principal Broadway roles



Jordan Van Vranken After the Wizard, Lead Chadam, Series Regular Criminal Minds, Co-Star



6212 Banner Ave • Hollywood, CA 90038 • USA 323-461-8316 savageagency@gmail.com

YOUTH IMPACT REPORT: BIGSCREEN WUNDERKIND



avier Dolan financed his first feature, "I Killed My Mother," with money he earned as a child actor. From ages 4 to 9, the son of Canadian actor Manuel Tadros appeared in commercials, TV and film. Then his mother sent him to boarding school. "That kind of jeopardized my career," Dolan says. "I wasn't available for auditions."

To get the spark back, Dolan wrote his semiautobiographical debut, about a tantrum-prone gay teen who gives his mom grief for making his life miserable. When public funding agencies turned him down, he

Impact: Collected three Cannes prizes for his 2009 directorial debut, "I Killed My Mother," then returned with soph feature "Heartbeats" a year later. Next: Begins shooting his third feature in February. "You can think of 'Laurence Anyways' as the final episode of a three-part trilogy on impossible love," he says. Causes: None yet.

used nearly all his savings to direct the \$150,000 feature. "All I wanted was to go to Cannes," says Dolan, who got his wish in 2009. The film screened in Directors' Fortnight, winning three of the section's four awards.

Dolan swiftly followed it up with a second feature, "Heartbeats," another mostly personal portrait, this one about the studly stranger who comes between a twentysomething homosexual and his best girl friend. The film earned him a second invitation to Cannes.

Despite all the acclaim for Dolan's work, the pics haven't fulfilled their primary function, which was to reignite his young acting career. "I've always been an actor," says Dolan, now 21. "People think of me as a director. It's a huge problem. I have received no screenplays."

Instead, he's been keeping busy doing voiceover work for toons and French-language studio dubs (he recorded the parts of Ron Weasley and Jacob Black in the "Harry Potter" and "Twilight" franchises, respectively), while trying to raise funding for his third film, a love story with a transsexual twist.

"I can shoot one film with (what it costs to do) two seconds of 'Avatar.' With 10 seconds of 'Inception,' I can make a movie," he says.

– Peter Debruge

POY

Continued from page A3 rock group Honor Society and dancers from "So You Think You Can Dance." According to Power of Youth supporter Bail-ee Madison, "Variety's Power of Youth has encouraged me to take all the many blessings in my life and use them to make a difference.'

Unlike this Youth Impact Report, the Power of Youth initiative was not designed to pay tribute to celebrities' success in their respective fields. Rather, the event encourages young stars to take the lead in raising awareness for humanitarian and philanthropic causes they are passionate about and asking their peers to do the same. "It's not about saying 'Jus-

tin Bieber, lets pat you on the back, because you're a star,' explains *Variety* publisher Brian Gott. "It's about, 'Justin Bieber, what do you care about? You care about Pencils of Promise? Great! You've committed your energy and resources to helping support that cause? Great! We're going to give you a platform where we can shine an even brighter spotlight on the amazing things that charity stands for!"

Guest writer Betsy Cribb is a teen reporter for the UN Foundation's Girl Up Campaign.



COAST TO COAST TALENT GROUP

CONGRATULATES OUR CLIENTS

GABRIEL BASSO Variety Youth Impact "Up Next"

CHRIS COLFER

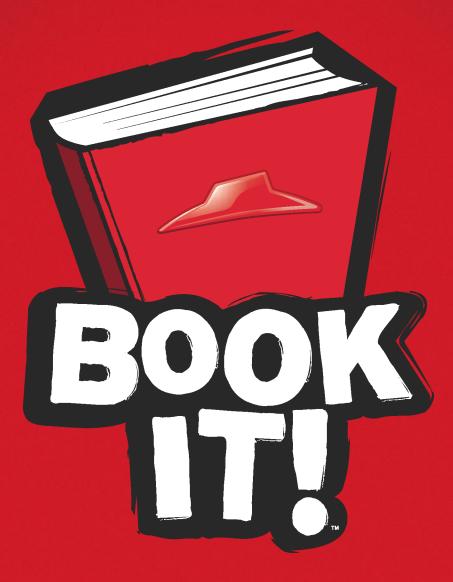
Emmy Nominee Best Supporting Actor "Glee" Variety Youth Impact Honoree

MACKENZIE FOY Variety Youth Impact "Up Next"

HAILEE STEINFELD * Variety Youth Impact "Up Next"

*Shared Representation with ICM

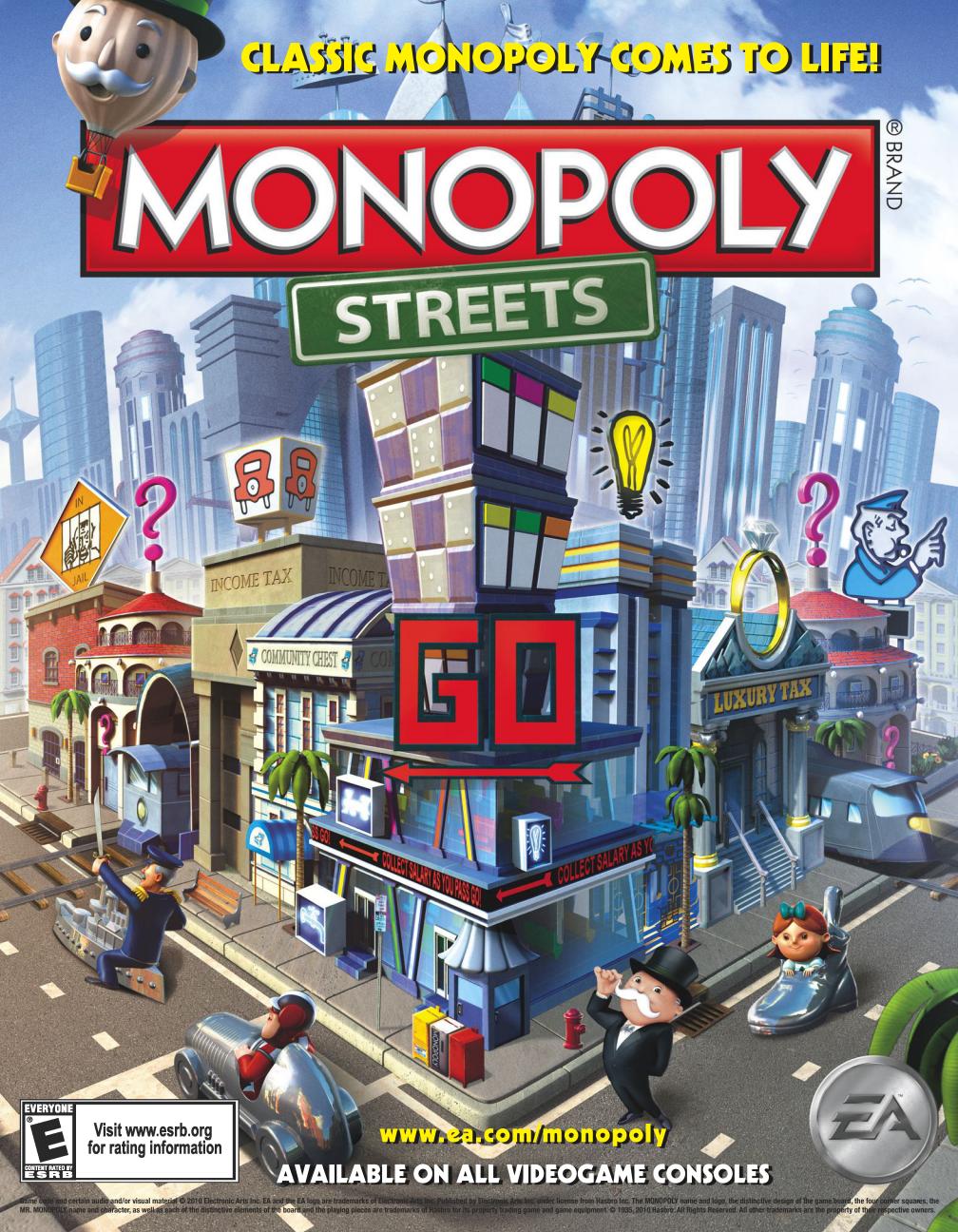
MEREDITH FINE DANA FLETCHER REAGAN WALLACE 3350 Barham Blvd., Los Angeles, CA 90068 Phone: 323 845-9200



Serving up favorites for story time.

Feeding hungry minds for 25 years. pizzahut.com/bookit

The Pizza Hut name, logos and related marks are trademarks of Pizza Hut, Inc. © 2010 Pizza Hut, Inc. KPH131624-10/10



YOUTH IMPACT REPORT: CHANNELING TALENT



CHRIS COLFER 'Glee' star steps out

Impact: Lone

become a fan

favorite.

under-21 "Glee"

cast member has

Next: Completing

season two, amid

talk of the show

adding another

gay character.

Causes: CURE,

the Trevor Project,

Sunshine Kids, the

Humane Society.

hris Colfer spent ages 8 through 16 doing community theater productions — "I was

every little boy role in every production," he says — but only saw performances if someone's relative taped the show. "I cannot stand watching myself," he says. "We just had a screening of (a 'Glee' episode), and every time I was onscreen I had to look away.'

It's nearly impossible to avoid seeing himself now. "Glee," Fox's high school musical dramedy, is a bona fide hit, spawning sold-out tours and top-40 hits. According to co-star Jane Lynch, at the live performances, fans shout

the name of Colfer's character the loudest. Still, despite the attention, Colfer, 20, remains gracious. It's less about fame than the fact that he's finally found his place.

That's a welcome change for the actor. After all, early years were rough as he translated his passion for com-munity theater into high school productions and a fondness for the speech and debate team. But bullies were relentless, ambushing Colfer with insults and homophobic slurs. (Colfer publicly came out a year ago.) "The bullying evolved in the opposite direction: The older they got, the more crude and nasty the bul-

lying," remembers the actor,

who sought escape in theater. At the "Glee" auditions, he went out for the role of wheelchair-bound Artie, but instead, creator Ryan Murphy wrote Kurt with Colfer in mind. The character is flashy and flamboyant. He can be ostentatious but remains an emotional core of the show. "I can relate to Kurt's vulnerability and the fact that he's still finding himself," Colfer says. "We're all searching for something to be-long to. I found it with 'Glee.'" And as Colfer finds his

peace of mind, those bullies have come out of the woodwork, acting as if they were always great friends, which infuriates the actor.

"I got a message from one of them and wrote a huge nasty reply about how I couldn't believe they'd contact me after the hell they put me through," Colfer recalls. "Then when it got to sending, I deleted it. Really, what's the point? I'm in a great place now.'

eve Granitz/

- Steve Heisler

MIRANDA COSGROVE

Nick's Web show rules airwaves

iranda Cosgrove recently realized how much had changed in the four years that she's been starring in Nickelodeon's top show, "iCarly": When she and her two co-stars pranked their boss' house, they drove there. "After we finished the last season a few week

weeks ago, the three of us got this idea to toilet-paper

Impact: Star of Nickelodeon's No. 1 show, "iCarly." Also voiced a role in U's hit 3D toon "Despicable Me." Next: An iCarly crossover season finale with the cast of "Victorious," the "Big Time Rush" Christmas special and a guest spot on "The Good Wife." Causes: Was a 2009 Power of Youth honoree for her work with St. Jude Children's Research Hospital.

the house of Dan Schneider," says Cosgrove. "I had this moment thinking about how weird it is that we're all driving, and how we've grown up so much.'

The actress has worked on Schneider-produced shows since she was 9 and has helped cement his Midas-like reputation as a creator of tween-friendly skeins.

"People always say that when he walks on set, there should be trumpets playing his entrance,' says Cosgrove, who has branched out into singing, releasing her first pop album, "Sparks Fly," in April. "I just feel so lucky that I've grown up knowing him and having him help and support me throughout my career.'

Cosgrove says she's not planning to move into edgier roles just to prove she can. "I don't feel like I have a need to do something mature just so people see me in a different way," she says. Viewers of CBS' "The Good Wife" will, however,

see a different side of Cosgrove when she guest stars as a "Lindsay Lohan-type character" who's arrested for DUI. "Since I'm a lot like Carly in real life, getting to play someone who's the opposite of me was a lot of fun," she admits.

Sandie Angulo Chen





DAN BERENDSEN: The Disney Channel's go-to scribe wrote "Camp Rock 2: The Final Jam," which scored an impressive 8 million viewers. Now exec producing and writing one-hour series "Nine Lives" for ABC Family.

LUCAS CRUIKSHANK: His recent telepic "Fred: The Movie" nabbed more than 7 million viewers for Nickelodeon, Also signed a talent deal with the network.

BILL HAYES: The producer spent the last year tracking the health of the Duggars' premature 19th child. Josie. across two seasons of "19 Kids and Counting.'

PAUL LEE & KATE JUERGENS: Former ABC Family prexy Lee was upped to president of ABC Entertainment Group. ABC Family VP Juergens helped debut "Pretty Little Liars" to record ratings this summer.

JEFF (SWAMPY) MARSH & DAN **POVENMIRE:** The creators of top-rated toon "Phineas and Ferb won a Daytime Emmy for animation writing

YOUTH IMPACT REPORT: CHANNELING TALENT

RICO RODRIGUEZ

'Modern Family' favorite

ico Rodriguez knows adults watch the Emmy-winning ABC comedy "Modern Family," but he's often surprised when kids half his age come up and say, "Mr. Rico, you're really good on the show." "When I was their age, I used to watch 'SpongeBob' or

'Dora,'" says the 12-year-old actor.

Impact: Gave scene-stealing performances as part of the SAG Awardnominated ensemble of ABC's "Modern Family." Next: Voicing multiple characters on Disney animated series "Special Agent Oso."

Causes: Ro-

driguez says

he supports

charities that

involve kids.

such as the

Foundation.

Make-a-Wish

But in an era in which primetime programming for the whole family has gone on life support, Rodriguez and fellow young'uns Nolan Gould (11), Ariel Winter (12) and Sarah Hyland (19) have made "Modern Family" go-to viewing for all ages. Rodriguez quickly emerged as a "Family" favorite last fall with his performance as Manny Delgado, a boy whose grown-up interests don't come at the cost of his innocence.

"Believe it or not, I was the shiest boy in the world," Rodriguez says of his pre-Manny days. "I would hide behind my mom's leg and not talk to anybody. My first audition, I wanted my mom to go in there, but acting class really made me open up my shell."

Rodriguez says that he first voiced an interest in acting at age 8 after his older sister Raini began

pursuing it and admits that his parents originally didn't know how seriously to take his interest — having previously heard their son tell them he wanted to be a wrestler, a NASCAR driver and a moon traveler.

Even with the success of "Modern Family," Rodriguez's ambitions are no less diverse. He likes to direct and edit movies at home using Windows Movie Maker. "But I also would love to be a chef, because lately I have this craving where I need to cook."

— Jon Weisman



KIERNAN SHIPKA 'Mad Men's' angry girl

s Sally Draper on "Mad Men," Kiernan Shipka has been slapped, mixed drinks, smoked cigarettes, driven a car and, in a recent episode, cut her own hair and then got caught masturbating at a sleepover. It's a lot for any actress, let alone one who's 10.

> But when asked if anything in "Mad Men's" fourseason run has made her uncomfortable, Shipka barely hesitates. "No," she offers nonchalantly. Next question.

Shipka rarely needs her hand held. Sally Draper started as a blip on the radar — more to support parents

Don and Betty Draper's stories than her own — but has become a dynamic and vital part of the show. Last season, she lashed out at her family after the death of her grandfather. Shipka went even further in season four as Sally dealt with her parents' divorce.

"Kiernan's never putting on a face not looking 'sad' or 'angry,' but emotionally experiencing what she's supposed to," says creator Matthew Weiner. "It's always shocking when I see it, because I talk to her, and she really is a little girl."

So much so that Shipka's mom watches "Mad Men" episodes first before screening only select parts for her daughter.

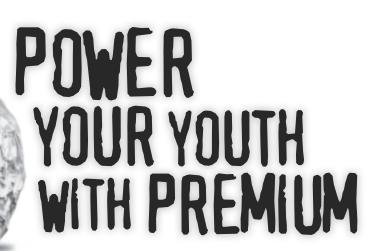


Impact: Has won two SAG ensemble awards for her work on AMC's "Mad Men." What's next: Voicing a character on an "Avatar: The Last Airbender" spinoff, called "The Legend of Korra," for Nickelodeon. Causes: Westside German Shepherd Rescue.

Yet like everything else, Shipka understands. "Honestly, I'm not interested in ('Mad Men') — it's there to entertain adults, not kids," she says. Shipka, a Chicago native who scored the part on "Mad Men" during her first-ever pilot season, prefers to spend time drawing and swimming, occasionally catching a song on "Glee."

The show has opened Shipka's eyes. "I did a lot of research on the 1960s — for 'Mad Men,' and for fifth grade. It was the only time I really enjoyed history," she says enthusiastically.

- Steve Heisler







We proudly congratulate

AIMEE TEEGARDEN

Bella Thorne

Variety Impact "Up Next" Honorees



Xbox 360 salutes Variety's Power of Youth **Honorees** Justin Bieber Bow Wow David Henrie Shailene Woodley Victoria Justice



YOUTH IMPACT REPORT: CHANNELING TALENT

MARJORIE COHN

Nick's development coach



arjorie Cohn will be celebrating her 24th year at Nickelodeon next month, and she doesn't need any reminders to mark the pass-

"I was the executive in charge of 'Clarissa Explains It All,' and now Melissa Joan Hart



and a new show of her own," Cohn says, laughing. "It's been a wild, fun ride."

has two kids

Cohn, president of original programming and development at Nickelodeon, has overseen the network as it has put together 62 consecutive quarters as the

top basic cable network with kids ages 2-11 and total viewers. Powered by the success of such shows as "iCarly," "Big Time Rush" and 'Victorious," the network just enjoyed the highest-rated quarter in its 31-year history.

"I'd like to say we're smoking on all cylinders," Cohn says.

Cohn cites the basic tenet of respecting kids and not talking down to them as the main reason behind Nickelodeon's continued success. It also doesn't hurt, she adds, that parents don't feel like they're "taking a hit" if they sit down and watch the network's programs with their kids.

"Parents often tell us they sneak around their kids' backs for an episode of 'iCarly' or 'Spongebob,' " Cohn says. "We've become more inclusive. The shows are surprising and playful and diverse."

Those qualities were evident in Nickelodeon's recent two-hour offering "Fred: The Movie," inspired by the YouTube videos created by Lucas Cruikshank. Fred's highpitched whine of a voice might not be music to everyone's ears, but the movie roped in 38 million viewers over its four debut-weekend airings.

"We like to celebrate the individual, and you don't get any more individual than Fred," Cohn says.

- Glenn Whipp

Impact: Nick exec just enjoyed the highest-rated quarter in net's history.

Next: Launching two new comedy series in 2011. Causes: Tuberous Sclerosis Society; helped establish Nickelodeon's Writing Fellowship Program, designed to attract and develop diverse new writing talent.

THE MEN OF "WIZARDS OF WAVERLY PLACE": David Henrie continues his foray

into TV with roles on "How I Met Your Mother" and "Easy to Assemble," while Jake T. Austin has bigscreen dreams, with modest \$1 million earner "The Perfect Game" and an animated voice role in "Rio."

MARGARET LOESCH The Hub honcho

t takes an old pro to launch a new youth network, and the Hub president and CEO Margaret Loesch comes to the post with nearly

Impact: Launch-

ing new youth

net the Hub ear-

lier this month.

a mix of quality

for the Hub.

Causes: The

the Salvation

Army.

H.E.L.P. Group,

children's shows

Next: Developing

four decades' experience, including overseeing the launch of the Hallmark Channel and Fox Kids nets. But before that, getting into children's television actually meant having to leave a career in banking behind her.

"I was always thinking of new ways to do things," she says. "But people don't like that when it comes to their money, so I was told I belonged in a more creative job."

Though that was hard for Loesch to hear at the time, it led to executive

opportunities with Hanna-Barbera, Marvel, the Jim Henson Co. and many of the biggest names in kids programming, where she had a hand in developing and producing content for young auds.

"The Hub is a new challenge," Loesch says. "With Hasbro and Discovery making this a joint venture, there are fresh opportunities there."

The Hub's current lineup aims for a mix of programming. Animated shows will range from the preschool focused "The WotWots" to the action adventure series "Deltora Quest." Gameshows such as "Family Game Night" and "Pictureka!" are in the mix along with the pop-culture newsmagazine "Hubworld." The network will also air "R.L. Stine's The Haunting Hour," a liveaction horror series for kids.

Loesch hopes to set the network apart from the compe-



tition by aiming for quality storytelling and programming with an educational focus. She has no immediate plans to try to develop a "Hannah Montana"-esque franchise.

"I think Disney and Nickelodeon are doing a great job in that space, but I don't see us going there," she says. "We're going to focus on giving kids something different." - Karen Idelson

LESLIE MORGENSTEIN Booking shows for teens

ossip Girl," "The Vampire Diaries" and "Pretty Little Liars." Before they became hit teen shows, they were books developed under the guidance of Leslie Mor-

Impact: Turning young adult books into hit TV series, including "Pretty Little Liars," "The Vampire Diaries" and "Gossip Girl." Next: "The Ly-ing Game," from "Pretty Little Liars" author Sara Shepard. The book and ABC Family pilot are being set up simultaneously. Causes: The Lili Claire Foundation.

tainment. - who also shepherded "Privileged" (the CW), "Samurai Girl" (ABC Family) and feature franchise "The Sisterhood of the Traveling Pants" (Warners) - may have a great track record with young

audiences, but he doesn't pretend to read their minds.

Instead, he credits Alloy's development team — "an amazing group of young women who are much closer Morgenstein with the "Pretty Little Liars" cast

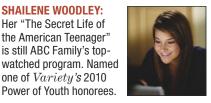
in touch with the audience," Morgenstein says. "Where I add my value is helping to shape those ideas, helping to think about how is that an entertainment franchise, how is that going

And while Alloy has had the greatwomen in their early 20s, the company is looking to young male audiences as well with such titles as "Roswell," "All being developed as a feature).

doesn't click at first. Morgenstein believes in multiple tries to get it right. "As long as you have a great idea and great execution, you will overcome challenges and find your audience," he says. " 'Gossip Girl' is a good example of that. The third time around was at the CW, and we finally got the execution right. Or the 'Vampire Diaries' book series. It (was first published) in 1991, and the show just premiered last fall. It was one of my first pieces of development," he explains.

-Lisa Carroll

SHAILENE WOODLEY: Her "The Secret Life of the American Teenager" is still ABC Family's topwatched program. Named one of Variety's 2010





RYAN MURPHY: The "Glee" showrunner took home Emmy for best comedy director for his work on the show's pilot. Also directed Julia Roberts in "Eat Pray I ove.

genstein, CEO of Alloy Enter-Morgenstein

to the demo than I am and very much

to distinguish it from the clutter.' est success reaching teenagers and the Way" and "The Robot" (which is

In the event that a property

KEKE PALMER: Her Nickelodeon skein "True Jackson, VP" has slipped a bit in the ratings, though the multitalent plans to release an album through Interscope Records in 2011.

Uniting GIRLS to Change THE WORLD



The United Nations Foundation's Girl Up campaign addresses the needs of some of the world's hardest-to-reach adolescent girls by engaging and empowering American girls – girls like Victoria Justice, who is an official Champion of the Girl Up campaign.

We would like to thank Victoria for joining us in uniting girls to change the world.

GirlUp.org

frlUp.org

e we are strong

er, our voices

OU SEE

SEE TH

lighty hit drama Skins," in which a group of Bristol teens have sex, take drugs,

come out and break down, began six years ago with a taunt from an actual teenager - the 19-year-old son of the show's co-creator, Bryan Elsley. "He told me all of my pitch ideas were middle-aged rubbish." Elsley recalls. "And I basically said to him that if he was so smart, maybe he could come up with an idea for a television series. And he just

Half an hour later, Elsley

Since premiering in 2007,

best teen show on TV" — and

ens of young actors, including

Patel ("Slumdog Millionaire")

and Nicholas Hoult ("A Single

Elslev has created an Ameri-

MTV that will follow the same

formula they used in the U.K.:

find young, real-looking actors

and hire writers in their early

20s to give them realistic lines.

"All the kids on the show,

most of whom had very little

experience acting, are the

same age as the characters

can version of "Skins" for

The show is so popular that

launched the careers of doz-

first-generation stars Dev

"Skins" has won critical praise — it's been called "the

and his son Jamie Brittain had sketched all of the characters and were ready to go to their

the way.'

producers.

Man").

YOUTH IMPACT REPORT: CHANNELING TALENT



Lucas Cruikshank, left, with Robbins

BRIAN ROBBINS 'Fred' finder

hen Brian Robbins first asked his kids and their friends about YouTube sensation "Fred Figglehorn," he knew he was on to something.

"Would you watch a 'Fred' movie?" he asked the boys. "Right now?" they promptly

answered. Coming off a successful run in TV and features, Robbins is back in the kids and teens space — and finding it even more lucrative this time around. (In the mid-1990s, he and former production partner Mike Tollin cultivated a crop of young talent, including Kenan Thompson, Amanda Bynes and

Nick Cannon, starting with the sketch comedy "All That.") With viral video star Lucas Cruikshank (Fred) onboard, Robbins bankrolled "Fred: The Movie" and produced it all himself. Robbins turned around and sold the broadcast rights to Nickelodeon, where the movie aired in September to more than 7.6 million viewers. For the sequel, Robbins is aim-ing even bigger: "Fred 2," currently in pre-production, will likely get a feature release in partnership with Nickelodeon.

Meanwhile, now that he's thriving within a new economic model, Robbins is already at work on his next franchise, turning once again to his kids' YouTube habits for inspiration. The boys' love of ninja videos led Robbins to come up with "Supah Ninjas," which just landed a hefty 26-episode order from Nick.

"There hasn't been a new action show for kids in a long time," Robbins says. "I wanted

Impact: Turned crazy-popular YouTube character Fred Figglehorn into a hit pic for Nick. Next: "Supah Ninjas." "I can see us doing a series of movies with this world and this character, and generating a whole literary property and games," he says.

Causes: San Fernando Valley Family Rescue Mission, Hank Aaron Chasing the Dream Foundation.

to take all the new technology available to us and do cool effects in a much simpler way. It's much more affordable to do some of the stuff that we do on the show."

— Michael Schneider

JAMIE BRITTAIN & BRYAN ELSLEY

Father-son 'Skins' duo



they're playing, and that's just not very common either in the U.K. or the U.S.A.," Elslev says. "Authenticity is our highest priority.'

Back in England, Brittain continues to work as head writer for the fifth season of "Skins," which stars its third generation of actors, since the ensemble changes every two years.

— Sandie Angulo Chen

Impact: Producers of the controversial but revered U.K. series "Skins" cross the pond to re-create the drama for MTV.

Next: Elsley is overseeing the MTV version, while son Brittain remains head writer on the original.

Causes: Medecins Sans Frontieres, International Red Cross.

Were you ever a Professional Young Performer?



"Coogan" Funds were created to set aside a portion of young performers' earnings until adulthood. The Actors Fund is a trustee of Coogan earnings that haven't been claimed.

You may have Unclaimed Income you don't know about.

Contact The Actors Fund to find out about claiming these funds. Call 323.933.9244 ext. 40 or Visit www.unclaimedcoogan.org to learn more.

> The Actors Fund, for everyone in entertainment.

DAVID HENRIE GIVES KIDS AT LA'S BEST HOPE TO BUILD ON.

chool En

Congratulations, David, on your Variety's Power of Youth 2010 Philanthropy Award. You are an inspiration to all, and especially to those children in Los Angeles who need it most.

100

www.lasbest.org

YOUTH IMPACT REPORT: YOUNG AT CHART

TAYLOR SWIFT Ready to 'Speak' again

ooking back through pop music history, it's hard to find an artist who avoided the sophomore jinx more thoroughly than Taylor Swift. The Pennsylvania native unleashed her second album, "Fearless," in late 2008; it topped the charts for eight consecutive weeks, spawned 11 Hot 100 singles (out of a mere 13 tracks) and garnered four Grammys, including album of the year.

All of which raises expectations for the singer-songwriter's upcoming third LP, "Speak Now." Yet Swift Impact: "Fearless" was the bestselling album of 2009, and she is currently the bestselling artist in digital history. Next: Her third LP, "Speak Now," is due at the end of the month. Causes: Donated money and performed concerts to benefit victims of this year's Nashville floods. seems to be taking it in stride.

"I've always had this theory about my music," says the 20-yearold, "that if I always write songs about my life, and my life is always changing, my music will always be changing too. 'Speak Now' is about the last two years of my life, and those years have been intense." Part of that intensity, of course, consists of her now-legendary victimization by Kanye West at last year's VMAs. Swift handled the incident with remarkable poise, and *See* SWIFT page A31



CHARICE PEMPENGCO

David Foster helps teen find 'God'

ilipino vocal powerhouse Charice got noticed in the new old-fashioned way: YouTube. After she spent years entering more than 100

Impact:

When her

eponymous

album came

out earlier this

year, she be-

came the first

Asian artist in

history to rise

to the Top 10

of Billboard's

Next: A recur-

200 album

ring role on

"Glee" and

Causes: Op-

eration Smile.

upcoming

sinale.

chart.

entering more than 100 contests, performances of the 18-year-old were posted online and quickly hit heavy rotation in 2007. That year the vocalist was invited to the U.S. by Ellen DeGeneres to sing on her show. Appearances on "Oprah" followed; the talkshow hostess dubbed her "the most talented girl in the world." Based on those appear-

ances, power producer David Foster came call-

JUSTIN BIEBER: His album

"My World 2.0" crossed

the double platinum mark.

Paramount will release

the concert pic "Never

Say Never" this February. Guest-starred on "CSI." ing. When Charice returned to "Oprah" to debut the Foster-produced "Note to God" in 2009, the song was downloaded 61,000 times in the first week alone. Charice, who was born

Charmaine Clarice Relucio Pempengco, grew up in Tagaytay, a small town four hours from Manila. The singer's father abandoned the family when she was 4 and her younger brother Carl was 2. Charice has been quoted many times saying her first motivation to sing See **PEMPENGCO** page A29

DEMI LOVATO: The singeractress continues to star in the Disney Channel's "Sonny With a Chance." Also reprised her role in hit telepic "Camp Rock 2: The Final Jam."



SELENA GOMEZ Disney star makes it 'Rain'

n retrospect, Selena Gomez's transformation from "Wizards of Waverly Place" starlet to pop star seems an obvious one. The daughter of a DJ and named after the late Tejano icon Selena, the 18-year-old Texas native has been singing since she was a child, plays piano and even sang during her first

Impact: "A Year Without Rain," released last month on Hol-Ivwood Records. entered the Billboard album charts at No. 4. Next: A summer tour is in the works as soon as "Wizards of Waverly Place" wraps, and material for a third record is under construction. Causes: A UNICEF spokeswoman since 2008, Gomez recently became the youngest ambassador in the org's history.

audition for the Disney Channel. But the jump into music was no casual venture for the star.

Upon deciding to attempt a singing career (forming group Selena Gomez and the Scene with Disney's Hollywood Records label), Gomez says she spent a solid year sorting through "thousands of songs" and auditioning band members. Her gold-certified 2009 debut "Kiss and Tell" was stylistically diverse, but the runaway success of dance-pop second single "Naturally" helped to point the way.

"I remember Hollywood Records called me and said 'Naturally' was No. 1 on the Billboard club charts," she recalls. "And I said, 'Well, I can't even get into a club, but that's awesome.' As soon as we started working on the second record, I wanted everything to be like 'Naturally.' I think technodance is really my style."

Recent record "A Year Without Rain" makes good on that claim, with dance-oriented leadoff single "Round and Round" breaking immediately into the Hot 100.

Maintaining her lead role in "Wizards," the young singer keeps a punishing schedule: Weekdays are devoted to shooting the series, while nearly every weekend sees Gomez flying out to perform concerts. Somehow, she still finds time to flex her songwriting chops, spending transit hours learning to play guitar and working with bandmates on songs for her next album.

"Of course my label thinks I'm crazy," she says. "They keep telling me I need to live with the second record a little bit, which of course I'm going to do. But I'm always thinking one step ahead."

- Andrew Barker

JORDIN SPARKS: Completed touring for her second album, "Battlefield," in July. Joined the cast of Tony-winning Broadway show "In the Heights" as Nina Rosario.



Education Through Music-Los Angeles

CONGRATULATES BOW WOW & ALL of VARIETY'S POWER OF YOUTH HONOREES



HELP EVERY CHILD RECEIVE A WELL-ROUNDED EDUCATION THAT INCLUDES MUSIC & THE ARTS.

Adopt a School. Sponsor a Child. Donate an Instrument. Visit WWW.ETMLA.ORG

Founded in 2006, ETM-LA is an independent 501(c)3 with the mission to provide and promote the integration of music into the curricula of disadvantaged schools in order to enhance students' academic performance and creative and general development. ETM-LA is based on the ETM® Model (New York, 1991).

Education Through Music - Los Angeles

2501 W. Burbank Blvd., Suite 305, Burbank, CA 91505 818-433-7600 / F: 818-433-7601

YOUTH IMPACT REPORT: YOUNG AT CHART

TAYLOR MOMSEN

Rocking and 'Reckless'

wiscian and actress Taylor Momsen may sometimes be controversial, but having shot her first commercial (for Shake 'n Bake) at the tender age of 3, she sure knows the meaning of hard work.

Best known for her troublemaking role on the CW series "Gossip Girl," Momsen also had memorable parts in "How the Grinch Stole Christmas" and Gus Van Sant's "Paranoid Park." She auditioned for "Hannah Montana" and was on the shortlist until the coveted title role was awarded to Miley Cyrus.

"Honestly, if I'd ended up as Hannah Montana, I don't know if the show would have gone as well. I probably would have told them all to go fuck themselves by the time I hit 11," Momsen told Starpulse.com.

Taking her career in a more provocative direction, Momsen signed with IMG Models at the age of 14 and now serves as the face of Material Girl, Madonna's new fashion line with her daughter Lourdes.

On the music front, her band the Pretty Reckless recently signed a deal with Interscope Records. Momsen wrote all the songs, sang and played guitar on the band's debut album, "Light Me Up," which has already been released in the U.K. and Australia, with an EP titled "The Pretty Reckless" released in the U.S.

Stripping to racy lingerie for musicvideos and magazine covers, Momsen is not too worried about her image.

"I didn't get into this to be a role model," she told Britain's

PEMPENGCO

Continued from page A27

in contests was to help her family make some kind of living.

Even with all the success she's had, Clarice has a backup plan. In addition to being a pop sensation, she's also a freshman online at Southern New Hampshire U. and has discussed becoming an entertainment lawyer someday if her career as a singer and actress doesn't work out.

But with a hit album and a recurring role on "Glee" as Sunshine Corazon, a foreign-exchange student who challenges the vocal prowess of hometown heroine Rachel Berry (Lea Michele), she can take her time with her studies. — Karen Idelson Impact: The "Gossip Girl" star and her band the Pretty Reckless signed a deal with Interscope. Next: Her full-length album will be released in the U.S. next year. Causes: Spent a day on the John Lennon Educational Tour Bus helping students from LaGuardia High School record a Beatles cover.

Times Online. "So I'm sorry if I'm influencing your kids in a way that you don't like, but I can't be responsible for their actions. I don't care." — Lisa Carroll



WE PROUDLY CONGRATULATE OUR CLIENT

BELLA THORNE

AS AN 'UP NEXT' HONOREE IN

VARIETY'S 2010 YOUTH IMPACT REPORT

ALL YOUR FRIENDS AT







Celebrate the 60th anniversary of Trick-or-Treat for UNICEF!

Trick-or-Treat for UNICEF remains an inspiration in America to the young and the young at heart.

Join Trick-or-Treat for UNICEF, and help America's kids help kids the world over to reach our goal of zero deaths from preventable causes.

To donate or learn more, visit trickortreatforunicef.org.





National Media Sponsor:

Proud Supporters:



Shout Nation



YOUTH IMPACT REPORT: YOUNG AT CHART

KELLY EDWARDS

Radio Disney tastemaker

wo weeks out of college, Kelly Edwards got her first job as a local on-air DJ and immediately fell in love with it. "I realized radio's such a great way to reach people directly. Audiences have this passionate relationship with the DJs on the air and the music they hear, and that translates into what they buy," says the Oregon native.

Impact: The Radio Disney exec decides which acts go on the air, helping to launch the careers of young pop stars. Next: Searching for five unsigned artists for season four of "N.B.T." Causes: Autism Speaks, Susan G. Komen Breast Cancer Foundation. After moving to Los Angeles in 1998, Edwards held jobs at Premiere Radio Networks, CNN en Espanol and RadioVisa before joining Radio Disney in 2007. As executive director of music and programming for the network, Edwards oversees on-air playlists as well as music and artist strategy, helping the network achieve an impressive average weekly audience of 29.9 million.

Hunting for new talent is a big part of Edwards' job. With that goal in mind, she created the popular multiplatform "N.B.T." (Next Big Thing) program, which spotlights young unsigned artists. Given her position, Edwards can directly increase newcomers' exposure by decid-

ing which artists get airplay or come in to the studio to appear on hit shows like "Take Over With Ernie D" — decisions she makes based on a mix of research and gut instinct.

"I got an email from a friend who'd met this young, unknown band, Allstar Weekend, handing out fliers at the Jonas Brothers 3D movie red carpet. I checked out their music and just loved it," she recalls. After she showcased the band on-air for several months, they got signed to Hollywood Records and have since released their debut album. "I feel I'm a good barometer of what will be popular for the tween market," she says.

— Iain Blair



SWIFT

Continued from page A27 as befitting her history of diary-like songwriting, even composed a tune of conciliation.

But for such an autobiographical songwriter, such immense success poses a problem. Can a globe-trotting millionaire superstar, who made her acting debut in this year's "Valentine's Day," still write autobiographical songs with as much resonance to the sensitive teenage fans who think of her as a peer?

"When I'm writing a song, I don't factor in the millions of people who might hear that song some day," Swift says. "I only think about what I want to say to the person who has inspired that song. Sometimes when I want to get to the truth of the matter, I pretend I have one chance to send that person a letter. What would I say?" — Andrew Barker

SCOTT (SCOOTER) BRAUN Bie

cott (Scooter) Braun doesn't mind that people give Usher credit for discovering Justin Bieber. "It's a huge misconception,

but to be honest, a large part of that discovery story I created because I knew no one wants to hear about me because no one knows who I am," says Braun, who manages the 16-year-old pop star.

That's beginning to change. As Bieber's following continues to grow (Bieber's first studio album, "My World 2.0," was certified platinum in less than two months), so does Braun's name.

In 2007, while researching another artist, Braun came across musicvideos Bieber had posted on YouTube.

"My gut went absolutely crazy. I said, 'This is the kid I've been looking for,' " recalls Braun, a former marketing exec for So So Def Recordings.

After tracking down Bieber in Canada, Braun convinced the minor's mother to let him fly the would-be megastar to Atlanta, where he introduced Bieber to Usher. After creating more YouTube videos and building up his online presence, Braun started scheduling meetings with labels.

"No one wanted him," he remembers. "They all wanted to do a development deal, but no one wanted to step up. They were afraid because no one from YouTube had ever worked, let alone a minor, without Nickelodeon or Disney." Impact: Building the Justin Bieber brand, while keeping the star grounded. Next: Producing a 3D feature toplining Bieber to be released Valentine's Day weekend. Causes: His brother Adam Braun

founded Pencils of Promise.

Finally, in late 2008, Bieber signed with L.A. Reid's Island Records. In November, his

Bieber's 'big brother'

debut release "My World" made Bieber the first artist to have seven songs from a first album on the Billboard Hot 100.

"Now it's all about transition and making sure (Bieber's success) continues, as well as making people understand how truly talented he really is," says Braun, who doubles as Bieber's protective big brother on the road.

— Addie Morfoot

Young performers ages 5 to 21 in Film, TV and Theater may request submission forms.

32ND ANNUAL Young Artists Awards

Contact YAA for further details (818) 761-4007 or E-Mail YAA, maureendragone@sbcglobal.net

Forms may be down loaded at *www.youngartistawards.org*

Former YAA winners may request a voting ballot.

Many of today's stars originally gained recognition through their submissions to the Young Artist Awards.





JUSTIN BIEBER



the hub

RIFT

PENCILS PROMISE Pencils of Promise partners with local communities to build schools and increase educational opportunities in the developing world focusing on early education, high potential females and empowering a new generation of passionate young leaders to create profound good.

www.pencilsofpromise.org

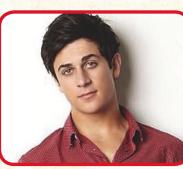




Education Through Music - Los Angeles

Education Through Music-Los Angeles' mission is to provide and promote the integration of music into the curricula of disadvantaged schools *in order to enhance students' academic performance and creative and general development.* www.etmla.org

DAVID HENRIE





GI

LA's BEST - Better Educated Students for Tomorrow - is a nationally recognized after school education, enrichment and recreation program serving 28,000 children with the greatest needs and fewest resources throughout the City of Los Angeles. LA's BEST After School Enrichment Program provides a safe haven for children ages 5 to 12 at 180 elementary school sites each day during the critical hours after school - at no cost to parents.

www.lasbest.org

Girl Up is a campaign of the United Nations Foundation, giving American girls the opportunity to channel their energy and compassion to raise awareness and funds for programs of the United Nations that help some of the world's hardest-to-reach adolescent girls. Through Girl Up's support, girls have the opportunity to become educated, healthy, safe, counted and positioned to be the next generation of leaders.

www.girlup.org

(Radio DisNEP)

SHAILENE WOODLEY

KINECT

VICTORIA

JUSTICE



MONOPOL

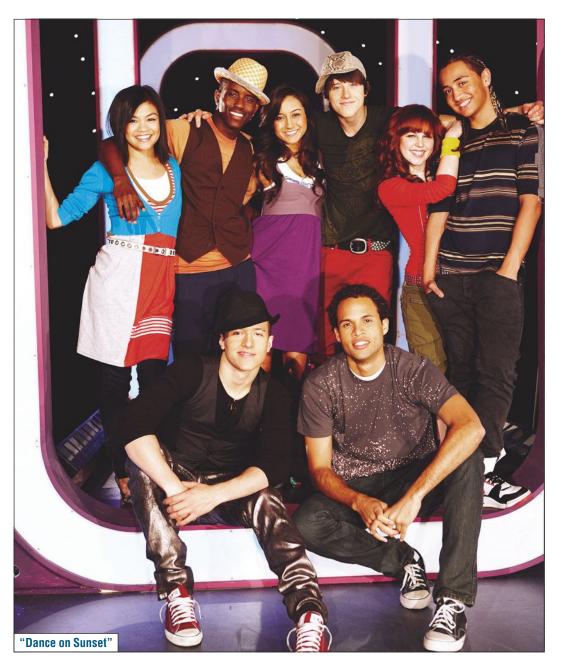


(oca:Cola

All it Takes... inspires ideas that empower heartful actions making our schools, communities and world a cleaner, safer, healthier place by contributing and supporting innovative programs that make a powerful difference. All it Takes... encourages schools and other community organizations to create programs that focus on the immediate influence that we have on one another and the environment showing all people the impact their footprints have on our planet.

NETFLIX CHIPOTLE MERICAN Sprinkles

YOUTH IMPACT REPORT: PRIMO PERCENTERS



BRYAN LEDER & FREDERICK LEVY 101 duo manage expectations

ajor agencies typically wait until young actors' profiles get big before committing to represent them, but not Bryan Leder and Frederick Levy, who made their reputation



Levv

finding and building talent from scratch. The duo launched their bicoastal firm Management 101 in 2004 and now boast a deep roster of young adult clientele, including Asher Brook ("Fame," "Parent-hood"), Andrew Caldwell ("Hannah Montana," now recurring on "How I Met Your Mother"),

Ciara Bravo ("Big Time Rush") and Leon Thomas III ("Victorious"). If you don't see names like Mikey Day or Jake Cherry on that list, just ask those actors' reps who discovered them.

Levy moved into management after running Marty Katz Prods. for eight years. He has published six how-to books about the industry, including last year's kidfocused "Acting in Young Hollywood." Leder, a longtime kids manager, performed onstage as a Impact: Emerged as a leading management firm for young talent. Next: Producing an adaptation of Brent Hartinger's controversial YA novel "Geography Club," about a group of high school kids who start a gay-straight alliance. Causes: PFLAG (Parents, Families and Friends of Lesbians and Gays), the Trevor Project, and Broadway Cares/Equity Fights AIDS

youth and later introduced Levy to the under-30 game.

The pair tour the country two or three weekends a month looking for gifted, refreshingly "real" kids. They scout everything from school plays to organized auditions, following up leads from friends in smaller markets all over the U.S.

"Every day is a breakthrough," Levy says. "There's no better feeling than telling a kid who moved to L.A., took acting classes, got some auditions, 'You booked.' It's amazing."

In addition to managing talent, Leder and Levy also produce programs for the teen market, including Nickelodeon's "Dance on Sunset," and are developing a live-action show for the Hub.

"Ramping up our production slate is one of the biggest things we've done in the last couple of months," Levy says.

— Betsy Boyd

MELISSA BERGER BRENNAN

The good listener

Impact: Voiceover pro won the Youth Theatrical Agent of the Year Award from the Talent Managers Assn.

Next: Has Jake T. Austin in Blue Sky's "Rio," Zachary Gordon in Nick Jr.'s "Bubble Guppies" and live-action kid Darren Criss on "Glee."

Causes: Heifer Intl., Parrotcare.eu, Cystic Fibrosis Foundation, Nashuva. n the search for the next big thing, CESD's Melissa Berger Brennan has discovered a hidden goldmine: the youth voiceover market.

The agent finds that when kids are successful at voice work, it can be a launching pad to on-camera stardom. In fact, Berger Brennan sent Taylor Lautner, Josh Hutcherson and Madison Pettis on the auditions that led to their first acting jobs.

"It's very competitive," she says. "It's not just about a young actor having a cute voice; they have to have the chops behind it."

Identifying which young actors can make magic on the mic is a skill that Berger Brennan attributes to her MFA in acting from CalArts. She feels her experience as an actor gives her not only empathy but also an eye and an instinct. As for getting her clients their big break, that she attributes to persistence. "I'm a little bit of a gerbil, I'm always on the wheel," she says.

For example, she worked during her honeymoon to get then-unknown client Mae Whitman, now on "Parenthood," the highly soughtafter job as the voice of Tinker Bell. "They were looking for a celebrity and then found Mae," Berger Brennan says. "She's feisty and a bit of a rebel."

Berger Brennan says she listens carefully to what the client wants and then finds a creative solution. "One of the first bookings I had was the voice of a robot in an animated series, and I threw in a 9-year-old boy. They said, 'We never even thought of that.' He worked until his voice changed."

— Tara McNamara





RYAN DALY & MELISSA HIRSCHENSON: Clients of the Innovative Artists duo are working plenty, with Ryan repping Ashley Greene of "Twilight" and Hirschenson booking Bella Thorne in "Shake It Up."



JENNIFER PATREDIS: Reps Cameron Monaghan (who booked Disney feature "Prom" and Showtime skein **"Shameless"**), Thomas Mann (Focus' "It's Kind of a Funny Story," Warners' "Project X") and Bobby Soto ("The Gardener").



SCOTT WINE: Putting together deals for a range of clients, including **Elle Fanning** ("Somewhere" and J.J. Abrams' upcoming "Super 8") and Lucas Till ("X Men: First Class").



— Justin Kroll



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

GABRIEL BASSO

G abriel wasn't the first Basso child to get bitten by the acting bug. By the time he was 4, the St. Louis native was run-



ning lines with sisters Annalise and Alexandria, who had already booked a few commercials and TV roles. The young actor enjoyed it so much that he asked his

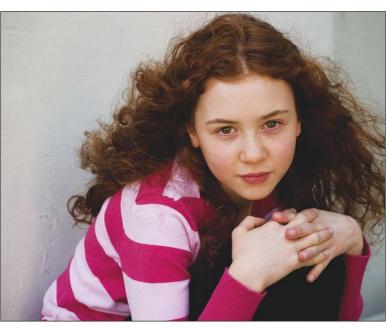
mom to read for the girls' reps at Coast to Coast. After signing with the agency, Basso made appearances on "iCarly," "Eastwick" and "The Middle."

After making his bigscreen debut alongside John Goodman and Clint Howard in "Alabama Moon," an opportunity arose to read for the part of Laura Linney's son in "The Big C." Linney was impressed, and the 15-yearold star was booked in the role, which begins filming its second season in February.

Basso is now working on the hush-hush J.J. Abrams project "Super 8," slated for next year, in which he plays one of five young lead roles along with Elle Fanning and Zach Mills.

Despite the long hours, Basso's mom says the young actor is doing what he loves. "He's just having fun. He's able to go to a place in his imagination where he truly believes that what's happening is real," she says.

- Rachel Abrams



JORDANA BEATTY

n 2008, Jordana Beatty made the cut to portray the classic children's book character Eloise via a worldwide search for the film "Eloise in Paris." Then the project stalled out. But the story has a happy ending because scribe Megan McDonald remembered the energetic, Sydney-based redhead when it came time to cast the lead for "Judy Moody and the Not Bummer Summer," based on her bestselling tomes.

The Australian actress auditioned for the role by Skype. "She took direction so well and had this amazing spark in her eye," says producer Sarah Siegel-Magness of Smokewood Entertainment, who didn't meet the young actress in person until she had already signed on as Judy Moody.

The character seems to fit Beatty to at T, from the fictional Moody's red hair and freckles to her winning personality. The only element missing: an American accent. "I caught on pretty quickly. It's not hard when you're surrounded by Americans," Beatty explains from the film's L.A. set. "It just comes naturally."

That natural talent was in evidence from the age of 4, when Beatty (now 12) began working in commercials and later on Australian television. She made her feature debut in "Superman Returns" and really "loves being on set."

- Kathy A. McDonald



JACKIE EVANCHO

Preternaturally gifted junior soprano Jackie Evancho, 10, dazzled audiences of all ages with her full-bodied vocals on the most recent season of "America's Got Talent." Teaming for an ambitious duet with her hero Sarah Brightman, she sang to a dramatic second-place finish.

matic second-place finish. "Talent" exec producer Jason Raff says pint-size Evancho's big ability struck many viewers as downright unreal.

"I will never forget how many times my phone rang after that first performance (of Puccini's "O mio babbino caro"). People thought she was lip-synching," Raff says. "The person who always goes to the finals is the person who surprises you. Jackie is what the competition shows are about: Cute little girl, what's she going to sing? The first note comes out, and you're like, 'Oh, my God.' You're surprised, and that's what captivates people to watch her."

Evancho's mom discovered her daughter's rich voice almost by accident in 2008, when Jackie began crooning with the family's "The Phantom of the Opera" DVD. Training and talent competition victories followed. Musician-producer David Foster caught Jackie's sound and invited her to join him for a live performance before her NBC turn.

Up next for Jackie: a Christmas EP, "O Holy Night," to be released by Syco/Columbia Records.

GREYSON CHANCE

he "discovered on YouTube" success story has become increasingly common, but that doesn't make Greyson Chance's case any less compelling.

After Chance posted a video of himself covering Lady Gaga's "Paparazzi" on piano for a sixth-grade talent show in Edmond, Okla., he attracted the attention of both Ellen DeGeneres and Gaga's own manager, Troy Carter.

"I woke up one morning with about 30 emails directing me to his YouTube account," says Carter, founder and CEO of Coalition Media Group. "The same way Ellen found him, we discovered him as well."

same way Ellen found him, we discovered him as well." In DeGeneres' case, the day after she saw Chance's performance online, she flew the 12-year-old singersongwriter out to Los Angeles to be on her show. Since then, DeGeneres has signed Chance as the first artist on her new Eleven Eleven record label, named in honor of the talented youth (she first saw his video on May 11, and he is No. 11 on his soccer team).

As Chance prepares his debut album with Eleven Eleven and Interscope, Carter says they expect to roll out his first single by the end of the year. "We're taking a long-term approach," Carter says. "We're making records that are going to resonate with a young audience and an older audience."

- Michael Sullivan

MACKENZIE FOY

or 9-year-old Mackenzie Foy, the road from commercial actress to vampire-human love child was a short one. After starting her career in national television and print spots for such clients as Ralph Lauren, Mattel and Burger King, the future "Twilight" star landed a role on the Fox sitcom "Til





Though director Bill Condon ("Dreamgirls") has a solution up his sleeve to smooth fans' issues

with the controversial character, Renesmee remains an unusually fast-growing infant, which explains how she will come be played by an actress Foy's age, most likely in the second installment of the two-part finale.

"We have found in Mackenzie all of the qualities we were looking for in an actress to fill the role of Renesmee," says "Twilight" producer Wyck Godfrey. "She is a very talented young actress who emerged head and shoulders above all who auditioned for the part, and we can't wait to see what she brings to her role."

– Justin Shady

JEREMY IRVINE

hen news broke that Steven Spielberg would direct an adaptation of the WWII-set young adult novel "War Horse," many expected him to pick a known teen star for the lead. Instead, he

went with a relative unknown, 20-year-old Jeremy Irvine.

Irvine, who spent a vear at the London Academy of Music and Dramatic Art, had done a few stage roles (including a smaller part in the Royal Shakespeare Co.'s shortlived "Macbeth" update "Dunsinane") and the Dis-



ney Channel U.K. sketch series "Life Bites."

'Sometimes we get reels from people who think that just doing a bit of Shakespeare in their kitchen works, but he had something to say. He wasn't just doing the lines," says Irvine's agent, Stephen Hatton. Knowing Spielberg was busy setting up "War Horse," Hatton sent Irvine to meet the director and audition for the part of Albert. "He does make a great impression when he comes into the room," Hatton says.

Spielberg must have agreed, casting Irvine himself. "Jeremy is a natural actor and a fine young man — a combination that should serve him well as his career continues to grow," the director says.

Up next, Irvine plans to shoot "Now Is Good" in the spring.

- Rachel Abrams

LEX LUGER

nce its establishment in 2006, the BET Hip-Hop Awards' producer of the year honor has gone to a bevy of boldname beatmakers. This year, such heavy-hitters as Swizz Beatz, Drumma



Boy and Polow Da Don competed for the honor, alongside Lex Luger an agentless, unsigned 19-year-old who, at the beginning of the year, was still hawking tracks via his MySpace page.

vid Living

Born and raised in Suffolk, Va., and currently based in Atlanta,

the teenager born Lexus Lewis began playing drums in his local church at age 11 and later taught himself to use hip-hop production tools. Luger first turned heads in May when his beat for "B.M.F. (Blowin' Money Fast)" appeared on Rick Ross' "Albert Anastasia EP" mixtape. An urban radio success, it was then included, along with fellow Luger production "MC Hammer," on the Miami MC's "Teflon Don" LP, which debuted at No. 2 on its July release.

The producer has worked closely with fast-rising Southern rapper Waka Flocka Flame, providing the beat for his local hit "Hard in da Paint." Further contributions for Soulja Boy, Diamond and Gucci Mane are forthcoming, as well as a mysterious Kanye West collaboration reportedly in the works. – Andrew Barker

JENNETTE McCURDY

hese days, plenty of kid stars have record deals, though 18-year-old multitalent Jennette McCurdy is mixing things up by taking her music career the Nashville route. The less Radio Disney-friendly avenue of country music means the "iCarly" co-star will have to build her music fanbase from scratch.

"I have a great, active following from 'iCarly,' but we're going to just shoot the single straight to country radio, which is typically an older crowd," she says.

It's been a fast-paced year for the Nickelodeon star. On a lark in 2009, she independently wrote, recorded and released songs and became an iTunes success story. McCurdy signed with Capitol Records Nashville on her 17th birthday, released her first EP in August, and her first video, "Not That Far Away," is cur-

rently in heavy rotation on CMT. Next summer will see the release of her first album, for which she wrote most of the tracks. But McCurdy's still committed to her first career. Following her role in cable's top-rated 'Fred: The Movie.' she'll costar in

next year's madefor-Nickelodeon movie "Best Player" as well as continue on 'iCarly." "Acting is

never on the back burner," McCurdy says. "I hope I can do it until I'm in the rocking chair." – Tara

McNamara

EZRA MILLER

t was a series of "synergetic instances' that led Ezra Miller to the indie film world. Previously a classically trained alto soprano at New York's Metropolitan Opera, Miller has been gaining some serious credibility as an actor since his debut in Antonio Campos' acclaimed "Afterschool" back in 2008.

"It almost feels like it happened by default sometimes, but maybe that's just hindsight,' says the 17-year-old thesp. "But I just feel incredibly grateful. The fact that I've been able to continue to get work that I'm passionate about has been just the most amazing and eye-opening experience."

One surprise was "City Island," a modest family drama in which Miller starred alongside Andy Garcia and Julianna Margulies. The film, which premiered at the Tribeca Film Festival in $2009, \operatorname{went}$ on to become one of the year's biggest indie hits when it was released this past spring, earning \$6.7 million. Miller's visibility

should only increase next year with Lynne Ramsay's "We Need to Talk About Kevin." The actor landed the title role in the film (based on the award-winning Lionel Shriver novel) alongside Tilda Swinton and John C. Reilly, playing a boy who goes on a massacre of students and teachers at his high school.

- Peter Knegt

DYLAN MINNETTE

ylan Minnette is a rock star, and that's not just an opinion. Earlier this year. his band the Feaver won 98.7 FM's RockStar battle of the bands competition, and has since been meeting with record labels and gearing up for a number of gigs, including next year's Warped Tour.

"My dad has been playing guitar ba-sically all his life," says Minnette. "He's sort of who got me into rock music." The band's Facebook page credits father Craig Minnette along with Led Zeppelin, the Rolling Stones and Kings of Leon among its influences.

But Minnette's not just a rock star. He's also a film thesp, appearing in

theaters now as the villainous Kenny in "Let Me In."

"I was very concerned with finding somebody who didn't give you the kind of one-note bully," says helmer Matt Reeves says. "He was truly the only actor I ever thought of casting in the role."

Minnette was discovered at Model Search America in Columbus, Ohio, and worked in the local market for a couple of years before moving to Los Angeles to sign with United Talent Agency. He is currently filming season two of "Men of a Certain Age" with friend and Feaver guitarist Braeden Lemasters. — Michael Sullivan







ZENDAYA COLEMAN

ourteen-year-old Zendaya Coleman may be a newcomer to television, but she's been entertaining audiences for as long as she can remember. "My mom started working at the California Shakespeare Theater in Oakland when I was 2 years old, so I've always grown up around theater," the actress recalls.

Her theater background proved beneficial when Disney came looking to cast upcoming fall series "Shake It Up!" The skein, the network's first attempt at a female buddy show, follows two best friends as they land jobs as background dancers on a local television show.

Disney feels fortunate to have Zendava onboard. "Zendaya has such a great presence," explains Judy Taylor, senior vice president of casting for the Disney Channel. "She's smart, confident and completely engaging. She's somebody you never tire of watching.'

Coleman hopes that just as theater led her to television, "Shake It Up!" will someday lead her to opportunities in the music industry. "I love singing and would love to record an album at some point,' she says — a goal Disney has a long history of helping young multitalents achieve.

"Shake It Up!" bows Nov. 7 on the Disney Channel.

-Justin Shady



BELLA THORNE

ella Thorne has played plenty of daughters, co-starring with screen dads Bill Paxton ("Big Love"), Christian Slater ("My Own Worst Enemy") and Billy Baldwin ("Dirty Sexy Money") among others, but the 13-year-old's first real break came when she became a child spokesperson for a series of Texas Instruments commercials. That's when "casting directors started calling me in and giving me a shot," she recalls.

Since then, Thorne has appeared in recur-ring roles on a half-dozen TV shows and has four films slated for production over the next year. But all of that is likely to be dwarfed by her casting as one of the two co-leads on the Disney Channel's new fall series "Shake It Up!" - an easy choice, according to Judy Tay-

lor, senior VP of casting and talent for the net. "Bella is a dynamo," Taylor says. "She's a big personality, total high-energy. You want to get to know her better the instant you meet her.'

Despite a slate of upcoming work that would make many adults jealous, Thorne knows she still has a ways to go: "I love performing, and I do see myself working in the entertainment business forever, but I am only 13!"

– Justin Shady





Camille Sanders Great Day San Antonio, CBS

Jared Hernandez StepBrothers iCarly Disney XD, Disney 365



Fresh Boyz



Salman Sheik Chaos



Dallin Boyce Daddy Day Camp Last Eagle Scout

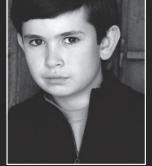


Ali Mundee Fort Thunder



Riley Bennett Pillsbury





Brendan Miranda Wild West Kids Casa Fiesta



Micah Mabalot Charlie & The Chocolate Factory

WWW.AFFINITYARTISTS.COM • SAG-AFTRA-AEA-DGA-WGA-AFM • 5724 W. 3RD ST. #511 LOS ANGELES, CA 90036 O: 323-525-1221 • F: 323-843-9696



CHORD OVERSTREET

he son of country music singersongwriter Paul Overstreet, Chord began his career by following in his father's footsteps as a Nashville-based musician. By his mid-teens, he had started acting, with



guest roles on the Web series "Private" and Nickelodeon's 'iCarly.' But he's about to find a whole new level of exposure by blending both his talents. Now 21, Overstreet was

recently added to Fox's blockbuster musical series "Glee" as football player Sam Evans.

"It's crazy," Overstreet said about his experiences on "Glee' so far. "The day after I found out I booked it, I went straight into the studio. It's constant work, which is good. My life changed dramatically, and it's intense. But I'm having a blast. I couldn't ask for anything better.'

Rumors swirled all summer that the character might come out later in the season, though nothing has been confirmed. What is certain is that Overstreet's other new project is action film "Warrior," which co-stars "Twilight" stars Kellan Lutz and Ashley Greene and will be released next year.

After that? "A couple of movies or some albums, I don't know," Overstreet muses. "I just want to keep moving forward and keep progressing in the direction I'm going now." - Peter Knegt



STEFANIA OWEN

n the beginning, Stefania Owen had little interest in "Running Wilde." When the chance to audition for Fox's freshman comedy came along, the

12-vear-old Miami-born actress was living with her family in New Zealand and was reluctant to move back to the States. "But my manager was like, 'You have to audition," she remembers. "This was, like, a once-in-a-lifetime opportunity."

Especially for a newcomer who had only a few commercials and one previous film credit — Peter Jackson's "The Lovely Bones" — on her resume. And so, after nailing her audition over Skype, Owen packed up and moved to New York to costar in the comedy from the team behind critical darling "Arrested Development." The TV novice, who also narrates the series, more than holds her own opposite seasoned stars Keri Russell and Will Arnett.

It doesn't hurt that Owen relates to her wide-eyed character. "(My character) Puddle grew up in the Amazon, so she's wowed by everything," she says, "and in New York, I'm also wowed because we don't have the same stuff in New Zealand. When we go into the city, I'm like, 'Oh my God, this is so cool!' I'm just so happy we came here."

- Shawna Malcom

ALEX PETTYFER

ost young thesps land their first role after a traditional audition. Brit Alex Pettyfer took an unconventional route.

"When I was 13 years old, I was on a school trip (touring) the

headquarters for ITV," recalls Pettyfer. "I went off to the toilet, opened a closed door and walked into an audition in progress. I ended up reading



for a part, and they called my mum later to say I got it." The part Pettyfer nabbed

was the lead in ITV's critically acclaimed telefilm "Tom Brown's Schooldays." That led to a pair of showy roles: playing teenage MI6 spy Alex Rider in the U.K. film "Stormbreaker" and Emma Roberts' love interest in "Wild Child." The onetime model then beat out a band of young Hollywood hopefuls for the titular character in DreamWorks' "I Am Number Four." The D.J. Caruso-helmed pic, produced by Steven Spielberg and Michael Bay, is envisioned as the first installment in a sci-fi franchise. That film bows Feb. 19, one month before he will be seen onscreen opposite Vanessa Hudgens in CBS Films "Beastly," a modern spin on the classic "Beauty and the Beast" tale. - Tatiana Siegel

TYLER POSEY

ccording to Tyler Posey, he got pretty close at one point to landing Taylor Lautner's role in the "Twilight" franchise, so it must be karma that he was picked to star in MTV's upcoming "Teen Wolf" series, which debuts in early 2011. "It's like a full circle, you know?" Posey says.

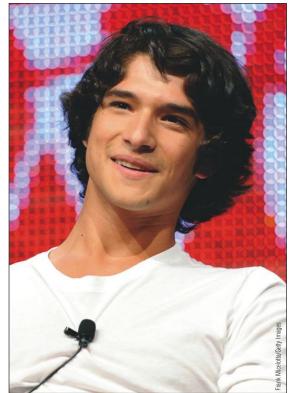
"It's my destiny to be a werewolf. I'm not complaining.'

Posey got into the business at the insistence of his father, John Posey, a fellow actor. "He took me to my first audition when I was 5 years old. I think I hated it," Posey says. But in time, he started booking TV spots and small roles in films such as "Collateral Damage" and "Maid in Manhattan."

"He brought a charm to it that we really wanted," says "Teen Wolf" showrunner Jeff Davis. "We saw him as a kind of Peter Parker type. If he got hit by a bus, (a fellow student) would be like, 'Huh, I think he sat behind me in math class."

Though work is picking up for Posey, including a role in WWE's "Legendary," written by his father, the 19-year-old still makes time to skateboard with friends in Venice Beach, or practice with his band Lost in Kostko.

Michael Sullivan



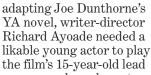
CRAIG ROBERTS

started acting when I was about 9 years old, basically because I couldn't play football," says 19-year-old Craig Roberts. Instead, the

young Brit starting trying out for roles, landing a part in Antonia Bird's 2000 TV movie "Care" on his very first audition. That appearance led to a decade's worth of roles on British television, including one as a vam-

pire's best friend on "Young Dracula."

American auds will likely see him for the first time in "Submarine," a crowdpleasing coming-of-age comedy acquired by the Weinstein Co. at the Toronto Film Festival last month. In



role, a character who has a tendency to rub audiences the wrong way, the way thennewcomer Jason Schwarzman did in "Rushmore."

"As soon as I read it, I was like, 'This kid is in essentially every

scene," Roberts recalls. "And I thought, Have they not got Michael Cera or someone for this part already, because it was just so well written. But we sent in a tape, and I got a callback, and now we're here."



HAILEE STEINFELD

anding the role of "True Grit's" Mattie Ross took some perseverance for 13-year-old newcomer and virtual unknown Hailee Steinfeld. First, the Los Angeles-based teen made the requisite video pitch (as did some 15,000 other hopefuls in the nationwide search for one of the most coveted



young actress roles of the year). In preparation for her audition with casting director Ellen Chenoweth, she memorized 15 pages of sides; at her callback she read another 25 pages of sides for helmers Joel and Ethan Coen while thesp Jeff Bridges sat in. Despite the pressure, she believes that being dressed in character - wearing an oldfashioned long skirt and buttoned-up ruffled shirt helped her confidence.

And after the down-tothe-wire audition, Steinfeld's film career got a

major jump-start. "I read on a Saturday, got the call on Tuesday, and then I left a week later, got to the set and started filming," explains Steinfeld, who lauds co-stars Bridges, Matt Damon and Josh Brolin for helping her feel comfortable on set.

Although Steinfeld has studied acting since age 9, "True Grit" is her feature debut. Since the production, she's shot a Nickelodeon pilot, "Summer Camp," and a guest spot on short-lived Fox sitcom "Sons of Tucson."

- Kathy A. McDonald 🧧

AIMEE TEEGARDEN

t first, Aimee Teegarden's parents didn't want her to be an actress. Growing up in Orange, Calif., the now-21-year-old thesp had to beg her mom and dad for acting classes.

"They thought I was going to get over it, and 10 years later, here I am," says Teegarden, who's been with NBC's "Friday Night Lights" for all five of its seasons.

Teegarden caught the eye of an agent who had stopped by her class and later signed with Innovative Artists. After a few commercials and modeling gigs, Teegarden decided to pursue film and TV roles aggressively. In addition to "Lights," the young actress has also appeared on "Hannah Montana" and "90210."

But 2011 looks to be her big year, with a part in Wes Craven's "Scream 4" as well as lead roles in Disney's bigscreen "Prom" and surf drama "Beautiful Wave" (the latter she also associate produced).

She just bought her first house and is busy dealing with all the "adult stuff" that comes with it. And while she loves acting, Teegarden says she wouldn't mind working more behind the camera, too.

"I'm definitely not the actor who wants to direct," she says. "I would love to do some more producing."

-Rachel Abrams





LEON THOMAS III

Tiple threat Leon Thomas III was 9 when a family friend observed how much he looked like Simba in the "The Lion King" and convinced Thomas' parents to bring him to the Broadway audition. Thomas snagged the role of Young Simba (shared by three junior actors), followed by additional Broadway work in "The Color Purple" and "Caroline, or Change."

The son of musician parents, Thomas, now 17, feels he discovered his central calling when he learned basic guitar to audition for "August Rush." He landed a significant part in the film and began writing and performing his own songs on his own time.

That skill comes in handy in his current gig, costarring on Dan Schneider's Nickelodeon series "Victorious," about a group of friends in a performing arts school. A song penned by Thomas, "Song2You," will be featured on an upcoming episode.

Over the last year, Thomas has written and recorded music with Grammywinning producer Toby Gad, singer-songwriters Claude Kelly and James Bourne and others.

"Leon is one of those rare, multitalented performers I come across only once in a blue moon," says Schneider. "He's a terrific actor, has great comedic timing, an amazing singing voice, and he's a gifted musician."

CAREER CLOUT

Continued from page A1

Nickelodeon that calls for him to star in, create, produce and direct original programming for TeenNick via his NCredible Entertainment shingle and to serve as TeenNick's chairman. Though Cannon has enjoyed producing success — with credits that include MTV's "Nick Cannon Presents Wild 'n' Out" and Miramax's "Underclassman" — some of Hollywood's biggest youth-skewing celebs have had trouble getting their projects off the ground.

Jonah Hill is exec producing a remake of "21 Jump Street" for Columbia, but that project appears to be nowhere near the start gate as it continues to be mired in script purgatory. "Heroes" star Hayden Panettiere produced a promising pilot for the CW about Harvard medical students, but the series was never picked up. Selena Gomez, who has leveraged her "Wizards of Waverly Place" star turn into a feature career, unveiled her July Moon Prods. more than two years ago amid much fanfare but has yet to announce a single project.

Still, a handful of film stars have managed to garner a greenlight for their producing efforts. Lautner, who launched Tailor Made Entertainment with his father Dan last year, will see the shingle's John Singleton-helmed thriller "Abduction" hit the bigscreen in 2011. Cyrus' Hope Town Entertainment banner is in pre-production on the \$15 million sorority comedy "So Undercover."

And that's providing inspiration for a number of up-andcomers such as Alex Pettyfer and David Henrie, who are wading into producing waters. Many cite a desire to develop interesting material as the biggest reason for making the foray.

"I was just tired of reading crap," recalls the 20-year-old Pettyfer, the titular star of Dream-Works' upcoming sci-fi thriller "I am Number Four" who has set up an untitled biopic on 1960-70s Formula 1 racer James Hunt at DW. "It might seem hard to believe, but I began working on this project when I was 15," says Pettyfer, who is currently taking meetings with Ridley Scott about another producing project. "I have a very specific taste. I want to direct my own career and make the kind of movies I want to make.'

Pettyfer says watching "I am Number Four" producer Steven Spielberg at work provided an invaluable learning experience.

"The man is the godfather of film," notes the 20-year-old, who recently teamed with Hugh Jackman's former producing partner John Palermo. "Having him a part of 'I Am Number Four' was such a huge thing. As a producer, I am looking to find things that other people wouldn't make because maybe they didn't think they were commercial, or they weren't willing to take the risk. To me, that's what (Spielberg's career) is all about — taking risks, seeing something in a project that others couldn't see."

Similarly, Gomez's "Wizards of Waverly Place" co-star Henrie is looking at producing as a way to expand the scope of material he has access to. Henrie, who began thinking outside the acting box by writing episodes of "Waverly Place," formed Yute Prods. (a play on Joe Pesci's famous botched pronunciation of the word "youth" in "My Cousin Vinny") as a way to exert more control over his career options.

First up for the banner is a

\$50,000 short titled "Bliss" he directed and produced starring younger brother Lorenzo. Henrie is also producing an adaptation of the Platinum Studios comicbook "The Weapon" and developing six more properties with major brand partners.

"I come from a big Italian family, the kind where you have to speak up to be heard," Henrie explains. "I used to shoot video birthday parodies for members of my family. I didn't know it then, but I was writing, directing, acting, producing."

Ultimately, producing gives thesps a way to get hands-on with a project and flex their business muscles.

Notes Cannon, "It gives you a much bigger stake in the success of a project and makes you more invested in the way it's developed, cast, budgeted and marketed."



Over the three years he's been with the series. "Wizards of Waverly Place" star David Henrie has taken on additional responsibilities, including writing episodes. Branching out into producing, he is developing comicbookbased feature "The Weapon.'

FELKER TOCZEK GELLMAN SUDDLESON Congratulates our clients

Variety's Power of Youth Philanthropy Honoree SHAILENE WOODLEY

Variety's Youth Impact Honorees CHRIS COLFER NICHOLAS HOULT AARON JOHNSON

Variety's Young Talent Up Next Honorees AIMEE TEEGARDEN MACKENZIE FOY

We couldn't be more proud to be part of your team, and look forward to watching your impact continue to grow.

> FELKER TOCZEK GELLMAN SUDDLESON

KID CRIX

Continued from page A1

KidsPickFlicks.com when she was 4. Older brother Cole launched the message boardstyle site in 2004 with the intention that kids from all over the world could share their opinions about movies — an idea inspired by the fact that his mom wouldn't let him see "Van Helsing" on account of all the bad reviews it had gotten from grown-up critics.

"It had been universally panned, and I felt that was wrong," Cole McNamara says. "It gave all the things I wanted in a film." For the next six years, he reviewed nearly every film that might have interested kids or teens, posting them to the site. The 16-yearold has since handed over the reins to other kids, explaining, "I've aged out of that target audience of those movies."

According to mother Tara McNamara (who contributed to this section), "Cole doesn't know if he wants to still be a film critic when he goes to college, but he does know that he wants to be an entrepreneur. He always had business ideas, but they were really expensive, so when he came up with





The pictures are big. It's the critics that got small. Perry Chen, left, blogs about red carpets. Cole McNamara, right, founded KidsPickFlicks.com.

this one, I thought 'OK, we can put up the website.'"

In addition to reviews, Chen uses his personal website to blog about film festivals, redcarpet events and his latest project, a Holocaust-themed short film he's making with animator Bill Plympton. The Internet has gone a long way in making it possible for kids to self-publish their reviews, which in turn leads to opportunities with legitimate outlets.

"It got me my TV job and a lot of other things. I think the Web is very important for publicity," says the uncannily articulate Jackson, son of former Albany sportscaster Dan Murphy (who takes no credit for his son's success but could explain his high-energy camera presence).

Though they each started out buying their own tickets and seeing films with normal audiences, the young critics were eventually added to studio press lists, which gives them a chance to mingle with their adult peers at all-media screenings (nothing R-rated, of course).

When asked about their

influences, the kid critics invariably refer to Roger Ebert, Leonard Maltin and other TV personalities, and their reviews tend to be heavy with the sort of superlatives featured in movie advertising — "visually stunning," "a delightful feast" and other verbiage that suggest more time spent reading quote blurbs than actual critics.

One explanation could be the fact that the ever-graying professional critical community (with the possible exception of bloggers and E! Online's youngish Ben Lyons) isn't really in touch with young viewers.

"Some of the adult critics don't like movies geared toward young adults, whereas I think they're halfway good," says Jackson, who went against the herd with a somewhat skeptical take on PG-13-rated "The Social Network."

Unlike Cole McNamara and Chen (who wants to be a filmmaker when he grows up), Jackson doesn't think of reviewing as a hobby at all. "I think it's the start of a career that I hope to continue when I get older," he says. "It's already a job, really."

