

4 Casting and Talent Development System

Two complementary on air jobs

RATIFIED / APPROVED - role architecture. Both roles entertain and protect audience trust. They are cross-trained for continuity without turning every show into a one-person format.

Quiz Master

Own the audience's game experience: welcome, energy, rules delivery, clarity, pacing, pronunciations, questions, transitions, audience interaction, and graceful recovery. Protect participation and retention. Deliver approved sponsor beats and handoffs without letting selling overwhelm the game.

Prepare from the brief, report at T-60, follow Control Room cues, and never improvise eligibility, scoring, prizes, or winner decisions. Learn Deal Master coverage and emergency formats. Certification requires intelligible delivery, game command, improvisation, reliable handoffs, and a safe response to errors. There is no individual sales quota.

Deal Master

Make products understandable and desirable through credible demonstrations, useful storytelling, accurate offers, and clear CTAs. Know the actual product, approved claims, limitations, FAQs, and disclosure language. Coordinate with the Quiz Master so commerce supports the entertainment.

Receive and test samples, complete the T-24 Ready Check, report at T-60, preserve product custody, and execute approved demo/fallback plans. Learn Quiz Master backup. Certification requires product command, authentic presentation, concise selling, honest answers, and willingness to stop an unsafe or materially defective demonstration.

Bench categories

- **Regular:** certified for recurring consideration; no guaranteed minimum bookings.
- **Backup:** certified and available under expressly stated activation/standby terms; capable of the relevant role and technical setup.
- **Guest personality:** limited engagement with a tailored briefing, technical check, and supported rehearsal.
- **Creator or distribution guest:** a guest arrangement with defined audience/promotion deliverables and separately negotiated economics.

Featured or franchise status is a career level or negotiated relationship, not automatic ownership of a timeslot. Producer/control-room staffing has its own primary and backup certification; being an entertaining host does not certify someone to run production.

Fair opportunity

Casting considers demonstrated ability, reliability, availability, role fit, chemistry, product fit, audience response, development, and business needs. Evaluate behavior and job requirements rather than similarity to the founder's social circle. No follower minimum, age threshold, mandatory personal disclosure, or legally reviewed eligibility rule has been invented here. Confirm necessary eligibility, location, accessibility, and agreement requirements before onboarding.

The immediate candidate invitation is an audition and mutual-fit discussion, not a guarantee of paid work or an invitation to perform unpaid production labor.

Application audition and certification

A consistent path to the bench

WORKING IMPLEMENTATION - follows the approved casting sequence. Talent Operations keeps one record per candidate: application, audition evidence, evaluator notes, required training, role certification, technical location/setup, mock-show outcome, category, and current availability.

1. **Application.** Collect name/contact, location/timezone, role interests, availability, relevant clips, presentation experience, technical setup, product interests, and material assignment conflicts. Provide an accommodation/contact route. Gather only necessary personal data.
2. **Short audition.** Test a welcoming introduction, game explanation, unfamiliar pronunciation, conversational handoff, and a product pitch from an approved brief. Include a wrong-price cue or unexpected interruption to observe recovery. Do not judge only a polished prerecorded reel.
3. **Evaluation and feedback.** Record observed strengths and gaps. Offer a clear next step: proceed, train, try another role, or decline. Do not manufacture numerical certainty from one audition.
4. **Training.** Teach the format, game boundaries, approved claims, disclosures, sample care, cross-role coverage, cueing, Stop-Sell/Stop-Work, confidentiality, audience boundaries, and emergency modes.
5. **Technical certification.** Test the actual approved location and device path, microphone, camera, lighting, power, primary/backup connection, independent emergency channel, and sample/demo readiness. A changed remote location requires a readiness check.
6. **Mock show.** Run both normal delivery and a meaningful failure: missing co-host or product, connection loss, correction, and degraded format. Confirm reliable handoffs and the ability to obey a stop cue.
7. **Bench designation.** Record certified roles and restrictions, supported/independent readiness, category, and who signed off. No regular booking until role and technical readiness are confirmed.

Scorecard

Use a simple working scale: 1 = not ready, 2 = needs coaching, 3 = ready with support, 4 = independently ready, 5 = can mentor. Record evidence and a next action alongside each rating. There is no automatic pay multiplier or numeric pass threshold in this version.

- Reliability and preparation: timely response, brief mastery, Call-Time readiness.
- Clarity and pacing: understandable, concise, natural game or product delivery.
- Warmth and audience trust: inclusive energy, listening, credible enthusiasm.
- Role command: game integrity for Quiz Master; accurate demonstration for Deal Master.
- Improvisation and handoffs: accepts cues, recovers cleanly, supports co-host.
- Technical and continuity readiness: stable setup and rehearsed fallback.
- Safety and professional judgment: stops false/unsafe claims and protects private information.
- Teamwork and coachability: respectful behavior and improvement after feedback.

Training, audition, mock-show, and rehearsal compensation are **LEGAL / PAYROLL REVIEW REQUIRED**. Compensation treatment must be disclosed before participation; this policy establishes no blanket unpaid-audition rule.

Development rotation and succession

Learn from comparable evidence

RATIFIED / APPROVED - development doctrine. Capture retention, game completion, repeat attendance, audience engagement, product understanding, commerce contribution, preparation, teamwork, and response to direction. Do not reduce a host's value to one night's sales or punish someone for a weaker product assignment.

Test successful products with more than one presenter where practical. Log product/offer, date and slot, audience size/mix, presenter, format, stock issues, response, and conversion. Use those differences when interpreting results. Product knowledge and credible enthusiasm can outperform an assumed demographic match.

Balance proven fit with new tests and development requests. A strong category result is useful evidence, not a permanent pigeonhole. Give private feedback and a specific next experiment or coaching action. A host who struggles in one role may thrive in another role, prerecorded content, or a field assignment.

Career ladder

- **Certified Host:** has demonstrated readiness for specified roles and setup.
- **Regular Host:** earns recurring consideration through consistent performance and reliability.
- **Lead Host:** demonstrates sustained judgment, recovery skills, mentoring, and team contribution.
- **Featured or Franchise Host:** may support a larger programming opportunity or bespoke relationship when audience and business evidence warrant it.

The ladder is a development path, not a promise of promotions, shows, higher rates, equity, or control over casting. The pilot has equal regular shares and no Lead multiplier. Any later economics are published prospectively. Agents may negotiate value; they do not acquire editorial or personnel authority.

Primary Secondary Developing

For each major recurring on-air and control-room role, identify a Primary, a certified Secondary, and a Developing successor. A Developing person is not treated as a certified emergency replacement until ready. Track actual role/location readiness, product continuity access, availability, and the next training need.

The show roster must identify an operational backup. The succession bench should mature beyond dependence on Ken as the universal emergency replacement. Do not claim a role has coverage merely because a name exists in a spreadsheet.

Review rhythm and departure

WORKING CADENCE: private coaching approximately monthly or when a material issue calls for it. Use a short evidence-based conversation: what is working, one improvement, support needed, and the next opportunity to demonstrate progress. Weekly Playback covers systems, not public individual grading.

When someone leaves or grows into another opportunity, honor existing commitments and earned pay, reconcile outstanding shares, recover samples and access, and handle content rights under the agreement. Celebrate success where appropriate. Continue developing the bench so no personality becomes indispensable to the network.

Media opportunities, mentoring, clips, specials, and network introductions support growth when available. They supplement compensation; they do not replace it.