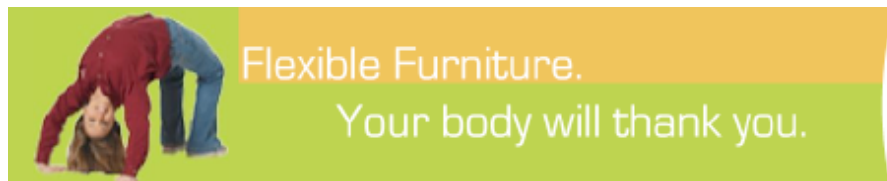




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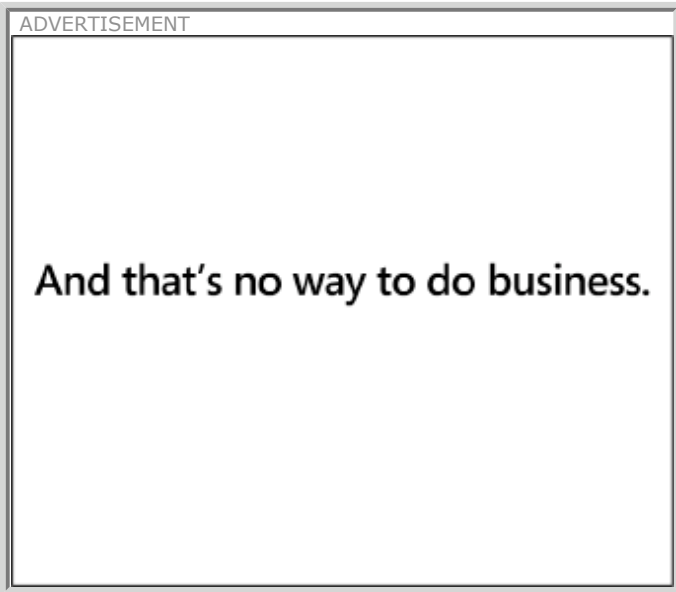
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By [Natali T. Del Conte](#)

In the culture of YouTube, everyone is a star. Daniel Myrick, the director of *The Blair Witch Project*, thinks so anyway. Myrick is using [Abazab](#), a social sharing site that allows users to share videos, pictures and voice, to cast his next movie, *The Objective*.

Every morning Myrick wakes up and checks his Abazab inbox to watch the submissions sent the previous day. He hopes to make his final decisions within the next few weeks.



"We have a casting director on board but I just thought that this would be an efficient way to reach out to the general public for submissions," Myrick said in a call with PC Magazine on Monday. "It makes it easier for us to review and easier for the actors to submit. It allows us to review a lot more potential people for the role than would otherwise be possible."

The Objective is a supernatural/thriller about five military officers on a mission in Afghanistan. They go in search of a warlord but find something "that is arguably supernatural or unexplainable," said Myrick.

The casting call requests that submissions be two minutes long. The Web site, [TheObjective.com](#), has dialogue for each character that actors can read for their audition, or they can make up their own.

Myrick, who is considered one of the more organic directors in Hollywood today, believes that this casting methodology will help him find raw undiscovered talent.

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"I think unrecognizable and no-name actors are what we're going for and I think this is the best way to go about finding them," Myrick said.

"Dan is a visionary. He truly gets how to leverage technology and the Internet for filmmakers," said Duane Kuroda, vice president of marketing for Abazab. "We are

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pleased that he quickly grasped how the playbox could help his casting process in terms of ease of setup, use, and talent reach."

The Objective is scheduled to start filming in early November. Myrick said that actors will be paid a "normal actors salary," although he could not say how much.

"We want people that can act but the key for me is people who have really good improvisational skills," Myrick said. "When we were casting for *Blair Witch*, it was key to find people who could think quickly on their feet and be natural and fill the profile of our characters and also bring their own personality to the roles."

He said that the budget for this movie, which will take three weeks to shoot and most likely be released in the summer of 2007, is just under \$5 million.

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