



CASTING CALL | JULY 2026

Direct Care Professionals protect the independence and dignity of Nevada's older adults and individuals with disabilities. This isn't transactional work, it's purpose-driven. We are casting real Nevadans for an upcoming video and photo campaign to tell their story of why this profession is essential, skilled, and purpose-driven work.

WHO WE ARE LOOKING FOR:

- **Direct Care Professionals:** Personal care attendants, direct support professionals, home health aides, nursing assistants, and any professionals dedicated to supporting Nevadans locally.
- **Local Families:** Individuals whose lives have been profoundly impacted by an exceptional caregiver.
- **Agency Leaders:** Managers and directors championing the value of Nevada's workforce.

We actively seek diverse representation across all backgrounds, ages (18–60+), and both rural and urban Nevada areas.

PRODUCTION DETAILS:

- **The Project:** Direct Care Professional awareness campaign; photos and videos will be featured on the ADSD website and social media.
- **Time & Location:** Requires 2 to 3 hours locally in Reno. (For rural participants, travel accommodations are fully covered if required).
- **Timeline Window:** Early August. Please share if you're available between August 3 - 6.
- **Compensation:** Volunteers receive a **\$50 Amazon gift card** as a thank you.

READY TO SHARE YOUR STORY? GET IN TOUCH:

Contact: Ryan Sullivan, Campaign Manager at ryan.sullivan@kps3.com