

JUNE 2019
Storieroad | Prologue



MODULE 1: **THE FIRST STAGE**

This is Your Chance!
Submitting your Project to Catalyst
Content Festival

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WHY TO SUBMIT TO CATALYST CONTENT FESTIVAL?

So, you have created a brilliant series and written the pilot episode. You have even pulled a favor from every production friend you have and put your savings into producing the first episode. But now what?

The Netflix Commissioner doesn't reply to your meeting-requests. Sundance Film Festival won't take your episodic show. The financier you know doesn't invest in your project, because he's not sure about the ROI (return of investment).

Well, here's your chance for your show to be seen by commissioners, executive producers, showrunners, agents, and other TV execs.

Unlike most other festivals around the world, Catalyst Content Festival is a Television and episodic based festival. The story is what's key and the story has to be in an artistic format that is episodic or serial based.



THE FACTS (2018)

1200+ SUBMISSIONS

65 NEW EPISODIC SHOWS SCREENED

1,500 HIGHLY-ENGAGED INDUSTRY ATTENDEES

100+ INDUSTRY VIPS

20+ INDUSTRY PANELS

20+ WORKSHOPS

80+ INDIVIDUALLY CURATED MENTOR MEETINGS

23 COUNTRIES REPRESENTED IN CONTENT

WHY YOU SHOULD SUBMIT TO AND ATTEND CATALYST CONTENT FESTIVAL

We asked former attendees why you should attend Catalyst Content Festival. Here's what they said.

Dr. Yvette Lu from Vancouver, Canada: "One of the greatest things about the festival is, of course, meeting people who have influence in the industry, but another great thing, really fantastic, is meeting peers."



Patrick Sanderson from New Orleans, USA: "The most valuable part of the festival, as a content creator, was meeting like-minded people who do the same things and have the same goals."

Jason Tobias from Los Angeles, USA: "Because you are in a very small, tight community for 5 days, with people who are actively looking for content to buy, you should be able to easily make some valuable connections for the future."



WHAT DOES THE FESTIVAL LOOK FOR?

The number one thing the festival looks for in all of its submissions is originality and a really strong point of view from the creators.

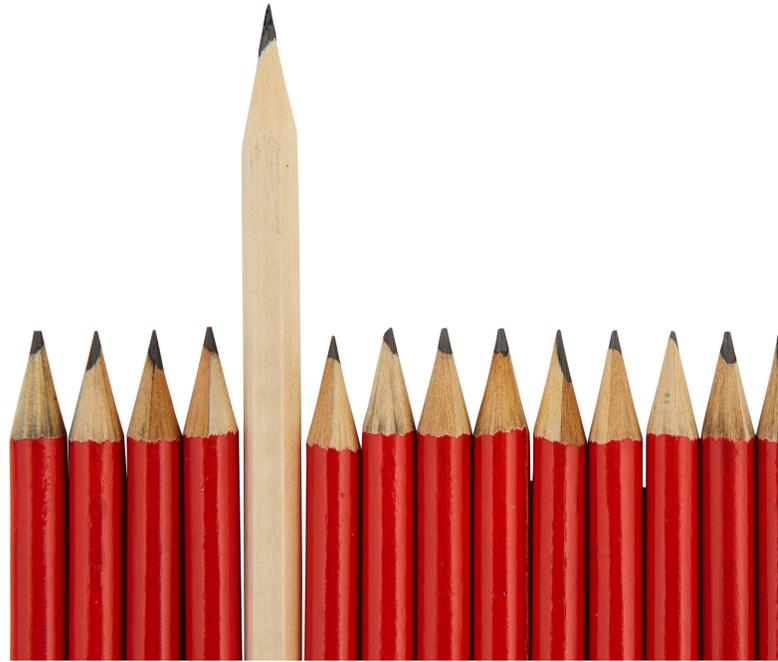
Catalyst Content Festival very rarely accepts any type of show that's similar to another style of show that is already on TV and also doesn't accept spec scripts. So, don't copy shows!

We want shows that come from a very strong point of view, so we can say to executives that the creator who made this show is probably the only person and best person to tell this story.

BE ORIGINAL

Everyone looks for originality, but at the same time universal stories, we all can relate to.

In fact, according to British journalist Christopher Booker's anatomy of the story, there are only seven basic plots, every story we create is based on. So, what makes your story unique, why is your story relevant now, and why are you the only and best person to tell this story?



DIVERSE VOICES

We are recognizing and fostering even more diverse voices within our creative community with new categories including:

- FUTURE VOICES AWARD /REFLECTIONS OF YOUTH
- BEST FAMILY/FAITH BASED PROGRAMMING
- BRAVE NEW VOICES
- WOMEN WRITING COMPETITION
- WOMEN DIRECTORS COMPETITION
- LGBTQI

THIS IS YOUR CHANCE!

They say:

Half of the game is showing up!

So, what are you waiting for? Submit your project to Catalyst Content Festival and take the first step in getting it seen by TV executives and other creators.

Catalyst Content Festival accepts submissions in the following categories:

- Series: Comedy
- Series: Minisodic Comedy (aka short series)
- Series: Drama
- Series: Minisodic Drama (aka short series)
- Series: Documentary
- Series: Animated
- Series: Reality
- Short Film
- Documentary Film
- Scripts: Comedy Series
- Scripts: Drama Series
- Pitches: Comedy Series
- Pitches: Drama Series
- Pitches: Reality Series
- Pitches: Documentary Series
- Podcast: Comedy Series
- Podcast: Drama Series
- Podcast: Documentary Series
- Podcast: Other



SUCCESS STORIES

We've had quite a few success stories in the past:

- Series optioned: Lionsgate
- Project optioned: Warner Bros.
- Show optioned: Starz
- Series picked up: Australian TV
- Writer: signed deal with Sony
- Series optioned: BET
- Created pilot: MTV
- Show optioned: Comedy Central
- Series optioned: The Mark Gordon Company
- Actor/Writer: Network series regular

and many more....

ENTRY CHECKLIST

They say the devil is in the details. Here's a handy checklist for your festival entry.

1. Review the eligibility rules once again. Are you submitting to the correct category?
2. The fee for each category is different. Did you include the correct entry fee?
3. Multiple fees. If you submit to multiple categories, remember to include the fee for each category.
4. Does the total run time of your project meet that category's requirement?
5. Graphics: Proofread one more time for any spelling errors.
6. Is your synopsis well written? Does it reflect what your show is about?
7. Did you fill out all the questions and categories on your submission?
8. Are the technical specifications correct?



FINAL NOTE BY EXECS

We asked some industry executives, such as Rob Edwards (The Princess and the Frog, Fresh Prince of Bel Air) and Rafael Agustín (Jane the Virgin) what they would have liked to have known when they started out and these are their top tips:

1. Do your homework. Know everything about the festival and the people attending.
2. Don't expect to sell your project in the first meeting. It's a marathon, not a sprint.
3. Do learn by watching other people's shows and reading their scripts.
4. Be different. Be original.
5. Be persistent. Rejection is an opportunity to improve your show.