CATALYST
(n). An agent that provokes significant change

CATALYST

story institute | content festival

DULUTH, MN
LOS ANGELES, CA
NEW YORK, NY

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WHY CATALYST

FOR CREATORS

Showcase your work alongside the world's best indie creators

New pathways to industry professionals for career development opportunities

Increased marketing, promotion, and visibility for your projects

FOR INDUSTRY

Receive professionally vetted content & talent

Save time developing new series by finding content to fit your mandate that has yet to be optioned or distributed

Connect with other industry executives and partners

FOR BRANDS

Meaningful opportunities to partner with creators & industry

Exposure to a large international community of next gen storytellers & fans

Duluth and MN's strong arts community for onsite activation, web, and social

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OUR UNIQUE STRENGTH: COMMUNITY & ATMOSPHERE

A tight-knit community of thousands of industry professionals & content creators developed, curated, and organized over 15 years.

Our world is one of inclusion; NOT exclusionary industry practices.

A strong family & friends atmosphere at all institute & festival events.

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OUR ROLE IN THE INDUSTRY

DISCOVERY & CURATION

INDIE FILM
Sundance, Tribeca, IFC

INDIE TV
Catalyst

INDIE WEB
Vidcon, web fests, etc.

PRODUCTION & DISTRIBUTION

STUDIOS
Disney, Paramount, etc.

NETWORKS
HBO, Netflix, Hulu, Bravo, etc.

PLATFORMS
YouTube, Ficto, Facebook, etc.

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SPONSORS & PARTNERS (CURRENT/PAST)

ABRAMS
ARTISTS AGENCY
LA/NY

Television Academy

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

HBO®

SAG·AFTRA

IFC

WRITERS GUILD of AMERICA EAST

COMEDY CENTRAL

MNFilmTV

viacom

CBS Interactive

starz

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STORIEROAD INSTITUTE: LOS ANGELES & NEW YORK

CATALYST StorieROAD

EXPOSITION	Industry basics & overview
FIRSTLIGHT	From Idea to Pitch (Development)
STORIEARC	From Pitch to Script (Writing)
NEXT TAKE	From Script to Screen (Production)
LIVE TEST	Festival Screening
SUCCESSION	Executive Retreat

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CONTENT FESTIVAL
DULUTH, MN: SEPT 30-OCT 4, 2020

SCREENINGS
Curated selection of series and undistributed shows

PANELS & SEMINARS
Discuss the latest trends in TV; learn with industry pros

MARKETPLACE
Meetings connecting execs to content creators

PARTIES & LOUNGES
Specialty spaces created for meaningful engagement

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FESTIVAL BY THE NUMBERS
5 DAYS OF INDIE TV

800+ Project Submissions

20+ Countries Submitted

70+ Series Selected to Screen

1,200+ Attendees

100+ Industry VIPs

250+ Content Meetings

40+ Panels & Workshops

Executives, Panelists & Speakers

STEVEN ADAMS
Buffalo 8
Head of Management Division

JESSE ALBERT
Xpansive Media
President

JAKE ATTERMANN
Abrams Artists Agency
Agent - Talent

ROBERT ATTERMANN
Abrams Artists Agency
CEO

ROWIN AMONE
Actress

JENNIFER AU
Untitled Entertainment
Literary Management

SARA BARKAN
Abrams Artists Agency
Agent - Literary

TANYA BERSHADSKY
Casting Influence
Founder

ASHLEY NICOLE BLACK
Writer

DEREK BLUM
Abrams Artists Agency
Agent, Alternative Programming, Digital Media, Licensing & Branding

KEITH BIELORY
Abrams Artists Agency
Agent, Alternative Programming And Hosting

ADAM BOLD
Abrams Artists Agency
Chairman

MARISSA BROOKS
CBS
Manager, Drama Dev.

MARK BURTON
Wonder Worldwide
CEO

JOSHUA BUTLER
Director

JONATHAN CANE
Rogue Wave Media
Co-founder

NANCY CARTWRIGHT
Spotted Cow
The Simpsons
CEO

PAMELA CEDERQUIST
Writer

LENAY CHANTELLE
Musician & Influencer

BRIAN CHO
Abrams Artists Agency
President

ZENNEN CLIFTON
3BlackDot
Executive Vice President

BRENT COBLE
Nickelodeon
Director of Production and Development

SHEREE COHEN
Abrams Artists Agency
Partner - Talent

JENNIFER COURT
Kung Fu Monkey Productions
Executive Producer

CARRIE CUTFORTH
Producer

DENIESE DAVIS
Issa Rae Productions
ColorCreative
Producer

JILL DICKERSON
OWN
SVP Programming & Development

TIMOTHY EGAN
NATAS
National Chair, Sponsorships & Partnerships

KAYLANI ESPARZA
Broadway Video
Producer

LAURA FISCHER
PowderKeg
CEO

ADAM FRATTO
History Channel
Vice President, Script Series

KATIE GAMELLI
Abrams Artists Agency
Agent - Literary

WILLIAM JEHU GARROUTTE
Threshold
Founder

ADAM GEE
Red Bull

ARON GIANNINI
Abrams Artists Agency
Co-Managing Partner - Talent Division

MONICA GIL
Spotted Cow
President

JEFF GOMEZ
Starlight Runner
CEO

EMILIENNE GRAY
Tiny Horse
EVP, Original Content & Programming

SIMON GREEN
Abrams Artists Agency
Co-Managing Partner - Literary and Books

MAX GROSSMAN
Abrams Artists Agency
Agent - Literary

SAN HENG
Executive Producer

MARGARI HILL
Muslim Anti-Racism Collaborative (MuslimARC)
Executive Director

JEREMY HUGHES
Elevate Pictures
Founder

VINCA JARRETT
FilmPro Finance
President/Attorney

DUI JARROD
Creator

ERICA KRAUS
Producer

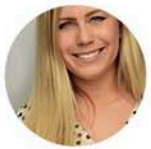
EMILY LARSON
Mayor of Duluth

DANI FAITH LEONARD
Big Vision Empty Wallet
Co-Founder

RYAN LEVEE
Abrams Artists Agency
Agent - Literary

DAVID LOPEZ
Abrams Artists Agency
Agent - Literary

ADAM MARTINEZ
CBS
Director, Cable & Streaming



AMANDA MARZOLF
Abrams Artists Agency
Senior Agent - Alternative Programming And Podcasts

BARBARA MCCARTHY
McCarthy Casting
Casting Director

RIKI MCMANUS
Upper Minnesota Film Office
Director

SOFIA MONROE
Daymaker Productions
Founder

JAMES MURRAY
Abrams Artists Agency
Senior Agent - Voiceover

SHAKINA NAYFACK
Actress, Writer, Creator, Producer

NAVID NEGAHBAN
Actor, Producer

ALISON NORRINGTON
storycentral
Founder

MIKE OWENS
WOMO Studio
Co-Founder/ Director

ALEXANDRA PARK
Actress, Producer

SHARON PAZ
Abrams Artists Agency
Agent - Talent

ARBI PEDROSSIAN
Fox Digital
Creative Executive

DAMIAN PELLICCIONE
Revry
CEO

STEPHEN PERLSTEIN
Studio71
Director, Podcast Network

DAVID PERSON
IFC
Manager, Original Programming & Production

STEVE PETERS
No Mimes Media
Founder

MARCUS PETERZELL
Passion Point Collective
Founder

SHADI PETOSKY
Showrunner
Showrunner Twelve Forever, Danger & Egg

CHRISTINE PHAM
NBCUni
Director, Drama Development

JAMIE PILLET
Abrams Artists Agency
Agent - Talent

TODD QUINN
Abrams Artists Agency
COO

ALICIA REECE
Foreign Fauna
S.W.I.M. (Strong Women in Motion)
NICE MOVES
Owner/Creative Director

CATHY REINKING
Your It Factor
Casting Director

PAUL REISMAN
Abrams Artists Agency
Partner - Talent

ANDY REYNOLDS
MOTION 504
Owner

DANNY ROBASHKIN
MAKE
Owner

MIKE ROTMAN
Director/Producer

HAROON "BOON" SALEEM
Day Zero (Trevor Noah)
President of Production

SADE SELLERS
1oneninety5
VP of Content Acquisitions & Development

ALEC SHANKMAN
Abrams Artists Agency
Co-Managing Partner, Alternative Programming

ADAM SHARP
National Academy of Television Arts & Sciences
President & CEO

JADE SHERMAN
Abrams Artists Agency
Partner - Alternative Programming, Digital Media, Licensing & Branding

GREG SHULTZ
Gasket Studios
CCO Director

HELEN SCHULTZ
Abrams Artists Agency
Agent - Literary

BRENDAN SOKLER
Punching Up Productions
Founder

RAVI SRINIVASAN
Toronto International Film Festival
International Programmer

CAISSIE ST. ONGE
Producer/Writer

MARK STEELE
Producer

JOSH STIFTER
Flush Studios

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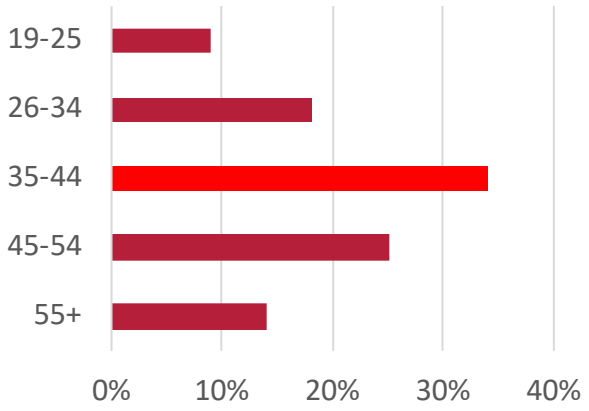
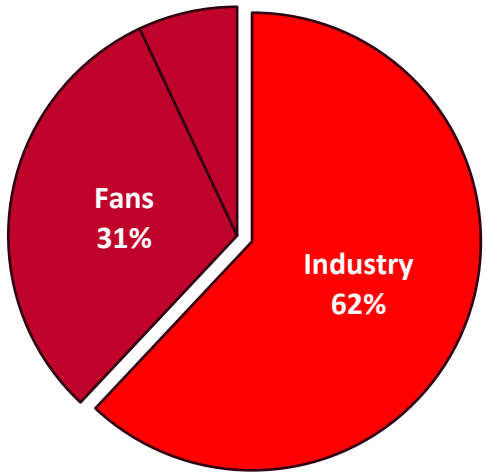
FESTIVAL BY THE NUMBERS
DEMOGRAPHICS

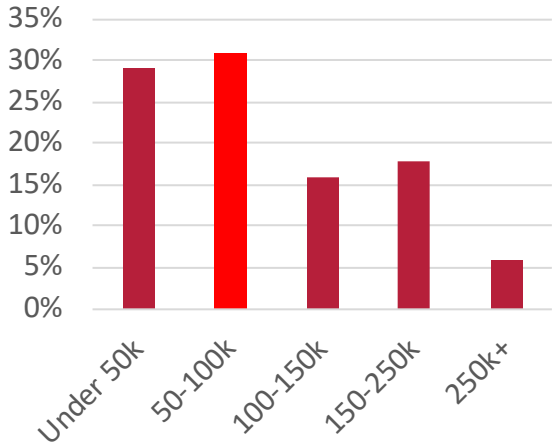
AGE



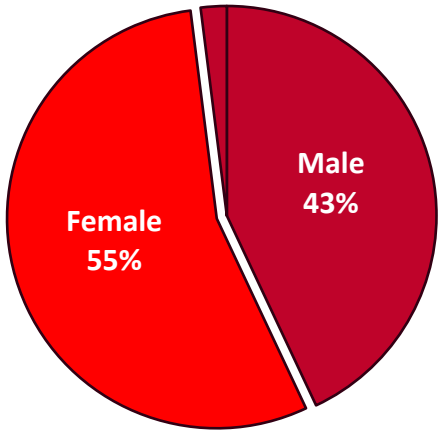
ATTENDEES



INCOME



GENDER



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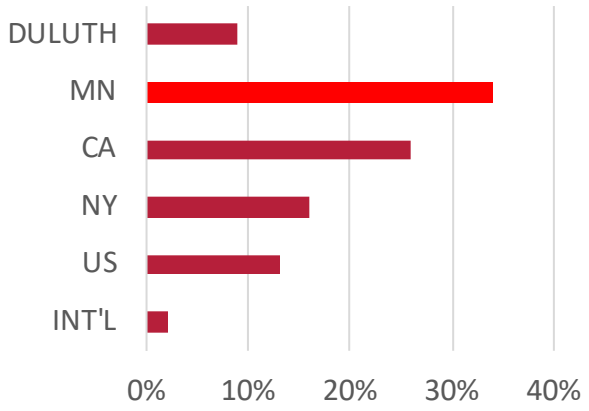
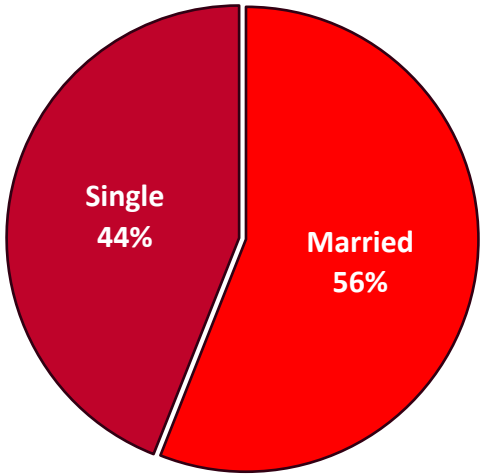
FESTIVAL BY THE NUMBERS
DEMOGRAPHICS

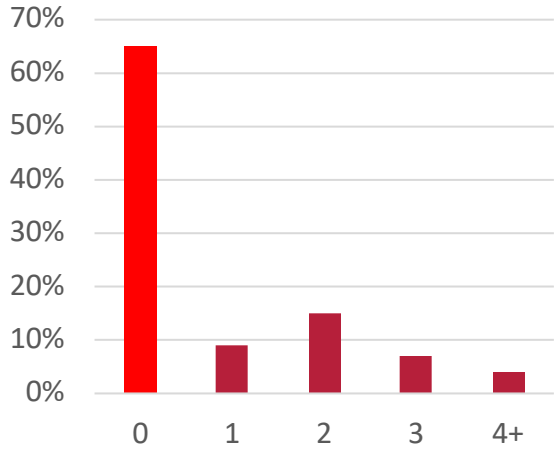
LOCATION



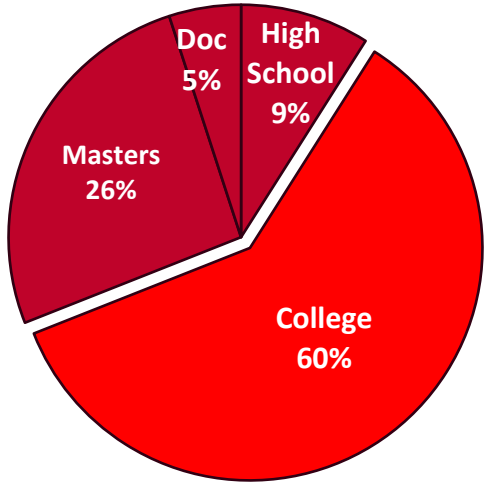
STATUS



KIDS



EDUCATION



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DULUTH, MINNESOTA
THE ZENITH CITY

International Airport

Vibrant Arts Scene, Theatre, Ballet, Opera, Orchestra & more

Walkable Downtown Festival District with all venues within ½ mile

Top Brand Lodging & Incredible Local Dining

Minnesota Film & TV Office Support for Productions

Lake Superior & Outdoor Adventures

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CATALYST IN THE PRESS

WINNERS TO BE AWARDED HBO DEVELOPMENT MEETINGS

NANCY CARTWRIGHT TO RECEIVE LIFETIME ACHIEVEMENT AWARD

WHY INDEPENDENT TELEVISION FINALLY DESERVES INDEPENDENT TV FESTIVALS

VIACOM CEO BOB BAKISH SPEAKS AT CATALYST

ADAPTIVE STUDIOS INKS DEAL FOR SCRIPTED "ASTRAL SERIES"

The Hollywood Reporter

VARIETY

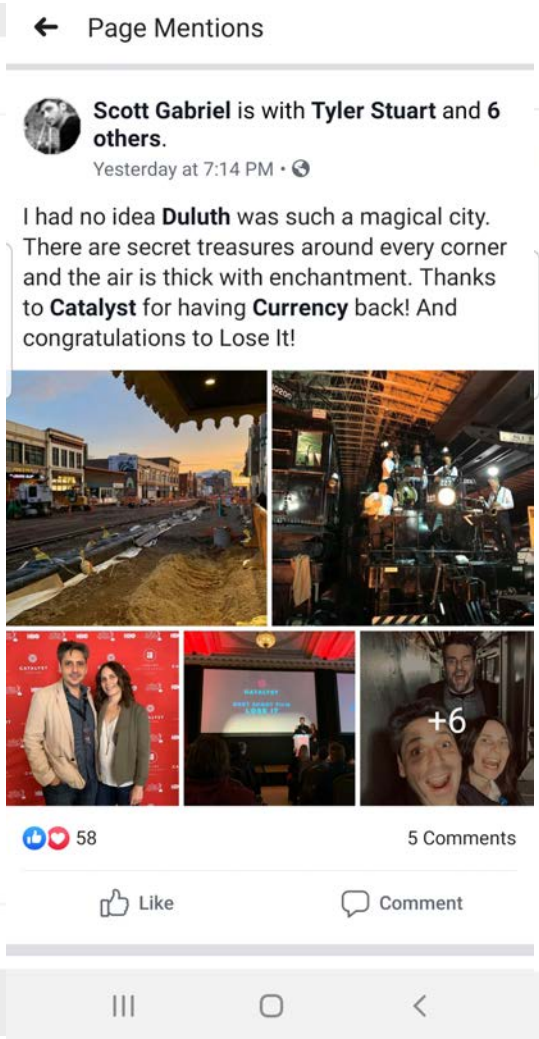
Indiewire®

ANIMATION MAGAZINE

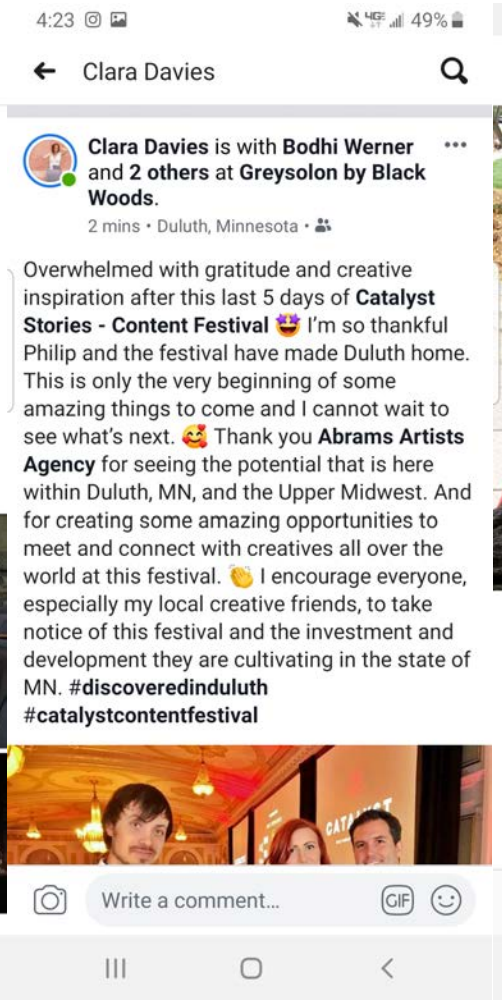
OBSERVER

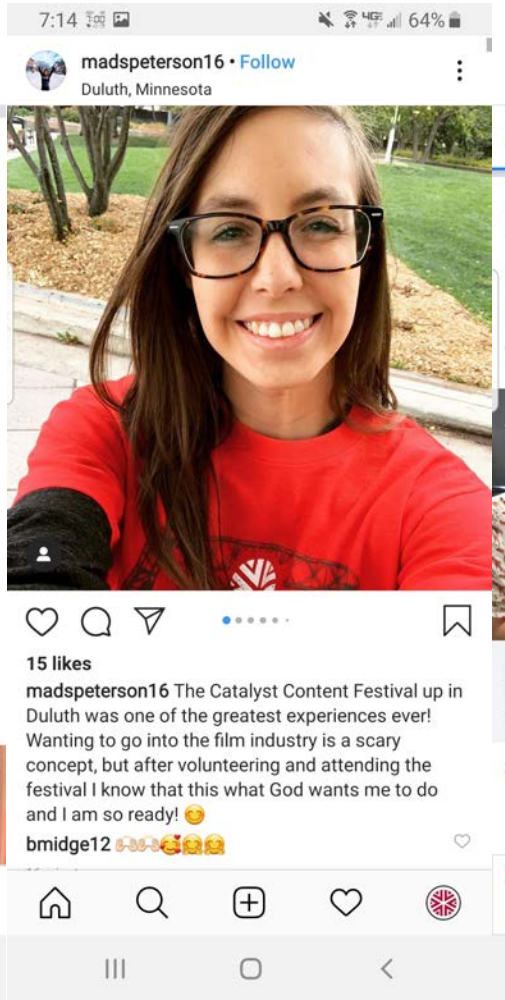
backstage

DULUTH IMAGE & BRAND IMPACT: INDUSTRY



DULUTH IMAGE & BRAND IMPACT: LOCAL





Watch WDSE media lounge interviews: https://www.wdse.org/catalyst

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DULUTH IMAGE & BRAND IMPACT: COMMERCE

Zeke Thomas is with **Sofia Monroe**.
5 hrs

Had to stay moving this weekend during the Catalyst Content festival outside the classic hotel gym set up and head to an actual box to train this week.

Between getting some official judging for 20.1 and an awesome partner workout on Saturday the guys at @aerialathleticsco were amazing and super welcoming!

I'm you're ever in the Duluth, MN area be sure and check them out.

Even if you're like my friend **Sofia Monroe** who hasn't done CrossFit in 2 years and maaaaaaaaaay have struggled thru the partner workout... welcome back!
#crossfit #crossfitopen #crossfitopen2020 #cfopen20point1 #functionalfitness #partnerwod #duluthmn #catalystxabrams #catalystcontentfestival

Search

And Duluth is a beautiful backdrop with stunning venues (check out **NorShor Theatre**, **Zeitgeist Zinema 2**, etc), great food (check out **Zeitgeist Arts Cafe**, @amazinggracebakerycafe, etc) and some top notch parties (**Glensheen** mansion etc). And it was lovely meeting and reconnecting with so many creators I admire and respect. Such a powerful recharge of energy!

Bonus: A synchronistic moment led us to attend **Jacob Krueger**'s masterclass, which ended up nourishing my work and relationship with the industry in a way I didn't even know I needed. Transcendent teacher, highly recommended.

I've already got a slew of ideas for projects to submit and get me right back in Duluth again next year. Dam this fest is good.

Gratitude, y'all.

Gratitude.

Mike Rotman and 94 others 12 Comments

Like Comment Share

Search

Carrie Cutforth
6 hrs

Okay my lovelies, I am a week behind on work, and have to hustle that much more because I spent gobs of cash in Duluth... gonna try to stay off social media for the next few days

CATCH YOU ON THE FLIP!

Vinca Jarrett and 4 others

Like Comment Share

Carrie Cutforth
6 hrs

Now that I've had a full day to rest and recover, I want to update you on how the Catalyst Festival went...

IT WAS FABULOUS!!

The people of Duluth are like the NICEST sweetest people, the people working with Catalyst Fest were so top-notch and amazing! The Storyworld sessions were amazing, all the sessions/panels I went to were great! I had suc... See More

Mike Rotman is at **Pizza Lucé (Duluth, MN)**.
Oct 13 at 12:52 PM • Duluth, Minnesota •

Omg! Getting ready to leave Duluth and discovered this pizza/italian joint with tons of fake Meats, even duck! How did I not know this all week!

Yes I ordered 2 lunches. Chicken parm and beyond sausage and rigatoni. Don't judge me!

I will be back Duluth. Oh yes, I will be back!

Catalyst Stories - Content Festival

Mike Rotman and **Vinca Jarrett** commented.

Mike Rotman
Oct 13 at 10:26 PM •

30 min wait for Lyft, been trapped in LAX traffic for 20 min already all to get to the 405 and another hour in traffic to go 20 miles... at 830pm on Sunday.

Time to move to Deluth.

Alison Norrington and 17 others

Like Comment

David Schatanoff Jr.
There's some interesting prop
sale out there.

View 9 previous replies

Mike Rotman
Michelle Miller I need a v
to ballpark city like Minn
or Boston

View 7 more replies

Write a comment...

Replies

David Schatanoff Jr.
There's some interesting property for sale out there.
1d Like Reply

Mike Rotman
David Schatanoff Jr. The Victorian mansions in great condition that the steel and iron magnates owned in the 1900s are under $600k. It's completely idiotic to live in LA.
1d Like Reply

David Schatanoff Jr.
Mike Rotman plus we're always on fire or over 90 degrees here now.
1d Like Reply

Mike Rotman
David Schatanoff Jr. Yep. This weather is awful
1d Like Reply

Michelle Miller
Artist colony in the making?

Write a reply...

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CUSTOM SPONSORSHIP OPPORTUNITIES

CONTENT & FESTIVAL

- Early look at series content
- Named awards at festival
- Panel presentations
- Category presentations
- Local community partnerships
- Industry & creator parties
- Educational workshops lounge
- Networking spaces
- Industry seminars

INSTITUTE & EVENTS

- MN, LA, NY and other locations
- Executive retreat sponsor
- Development & talent labs
- Roundtable presentations
- Mentorships
- Special events & screenings
- Season premiere presentations
- Development lab sponsor
- Live script readings partnership

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THANK YOU!

CONTACT:

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