



CATALYST STORY INSTITUTE

CATALYST

(n). An agent that provokes significant change

DULUTH, MN
NASHVILLE, TN
LAKE PLACID, NY
LOS ANGELES, CA
NEW YORK, NY

WHAT & WHY

Our Mission & Method

WHAT

Catalyst empowers storytellers by lowering the systemic and economic barriers between creators, audiences, and industry. Over the past 17 years, our work has provided a powerful pathway for more than 20,000+ voices to be heard while generating \$20million+ in local economic impact.

WHY

The TV & Film production industry is a multibillion dollar sector of our national creative economy being decentralized by the digital revolution. Communities can now diversify their local economies by incorporating it into their educational, workforce and economic development plans.

Why support this industry? Jobs in science, technology, and arts. Local economic impact. The importance of storytelling in our culture. Perhaps the most compelling reason is local talent often has to move away to pursue their dreams. If they can't, career paths and dreams are abandoned. Important stories that should be shared go untold. People bury their sense of intrinsic growth and lose their ability to believe that their story matters. This no longer has to be the case.

The Self-Sustaining Production Industry Cycle



HOUSING

TIME

INSPIRATION

EDUCATION

FINANCING

PRODUCTION

PROFIT

THE SOLUTION

Our Method of Taking Action

SOLUTION

Make it possible for storytellers to make a living they love from where they love living.

HOW

We strive to catalyze the community's development of its own sustainable production industry. Because the production industry can seem foreign to many communities, it is critical that locals lead the process while Catalyst provides logistical support, industry expertise, connections, and guidance. Specific outcomes are set by the community. Based on conversations with community members, our process follows this 4-step process:

EDUCATION: HIGH SCHOOL, COLLEGE & PROFESSIONAL DEVELOPMENT. Establish local educational opportunities to create industry entry pathways. Lower existing barriers to entry.

CIVIC ENGAGEMENT: COMMUNITY ASSETS & PEOPLE. Collect data on existing resources and identify areas of greatest need. Create a development plan.

ECONOMIC EMPOWERMENT: CREATING A PRODUCTION ECOSYSTEM. Building a functioning local production industry of public, private, and philanthropic sectors working together.

ARTS & CULTURE: GROWING VISIBILITY OF THE REGION'S ARTISTS. Benefits of production can include increased exposure and investment in communities where projects are created.

WHAT WE DO YEAR-ROUND

Our Programs

Catalyst's year-round programs include:

- Storiroad Institute educational events (virtual & in-person)
- High School Media Collective
- Catalyst Production Academy
- High School & College Student Awards
- Catalyst Content Festival in Duluth, MN
- Catalyst Content Festival in Nashville, TN
- Catalyst Content Festival in Lake Placid, NY

In addition, Catalyst hosts in-person and virtual events in Los Angeles, New York, Minneapolis and other cities. We work with our title sponsor to customize the best possible package that fulfills the sponsors' needs. We hope you will join our community and help us strengthen independent artists and the global storytelling landscape.



CATALYST STORY INSTITUTE

Knowledge is power

Champion

Catalyst supports storytellers in their creative & professional development

Develop

We work with pitches, scripts, and series to get them ready to showcase to the industry.

Advance

We advance careers by breaking down industry's barriers to directly connect creators & professionals.



OUR CREATIVE PROCESS

TV is relationship based, so is our method

Project Development Via Institute

Catalyst takes the time to work with creators to help them develop and shape their show presentations.

Educational Seminars

Our educational series fills in gaps about the TV process, helping creators prepare for industry meetings.

Curated Meetings

Our team develops relationships with industry pros to make sure we are matching you with the right content.



WHAT MAKES US UNIQUE

Emmy Mentoring Partnership

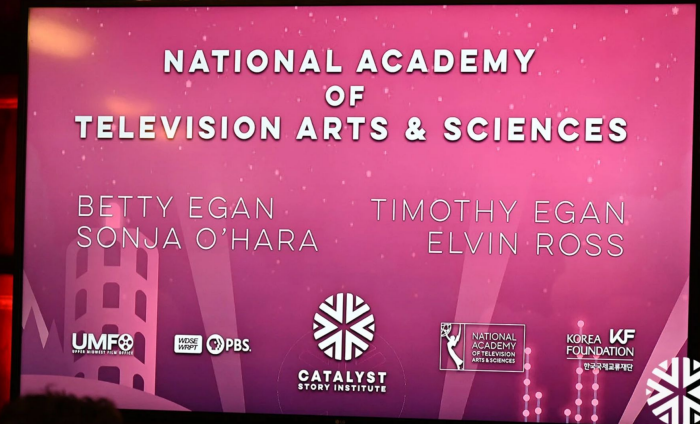
**Key partner:
NATAS**



NATIONAL
ACADEMY
OF TELEVISION
ARTS & SCIENCES

Catalyst works with NATAS to reach creators directly through their regional chapters. This helps open pathways for new voices in smaller markets who may not have the ability to move to the major cities, and thereby stay unheard and unknown.

This partnership also includes a trusted, annualized pathway for new voices & storytelling artists to enter the television industry through professional mentorships. This is a highly curated program to ensure useful matches between Catalyst Story Institute artists and NATAS mentors.



WHAT MAKES US UNIQUE

Serial Content Only

Types of Content

Narrative/episodic/serialized content of any genre, length, style, and type: comedy, drama, thriller, scripted, unscripted, documentary, social media, influencer, short form, "half-hour", "hour-long", radio, podcast, reality, talk show, game show, animation, kids, gaming, VR, mobile, etc.

Stages of Content

Projects can be in any stage of development: pitch, script, in-production, post-production, or completed.



SUCCESSFUL TALENT

There Are Many, Here Are A Few

Sonja O'Hara

Emmy nom; repped at WME, film
acquired by Lionsgate

Daniel Willis

Director, NBC's Blacklist

MaryLynn Suchan

Showrunner Asst, Recurring role on
Grey's Anatomy

Elaine Loh

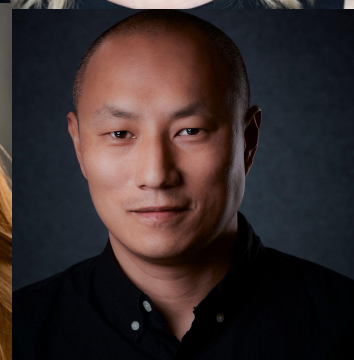
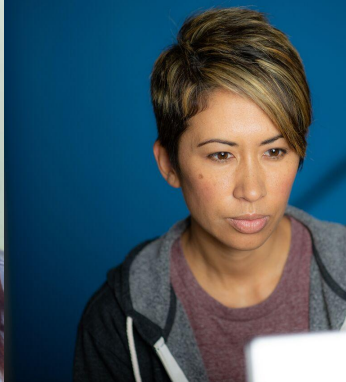
Writer, Gossip Girl, HBOmax

Katie Locke

Actor/Director; NBC's Kenan,
Ghosts

Dinh Thai

Director, NBC New Amsterdam



FESTIVALS

Exciting experiences to build community

**Curated
Content**

100+ new series from around the world presented at our festival events each year

**Pitch, Script & Produced
Series Competitions**

Awards for 20+ categories such as comedy, drama, unscripted, podcast, pitch, script & more.

**Panels, Workshops
& Seminars**

Panels, workshops, and seminars give attendees opportunities to learn & network



CATALYST
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