



CHOOSING YOUR OPEN PITCH SESSION

Hosted by Tristan J Shuler



WHAT NOW?

- Now it's time to get in front of execs and tell them all about your project!
- We know selecting the right exec for your project can be daunting and at times confusing. But don't worry, we'll help you through it!

OPEN PITCH: Verbal vs. Written

VERBAL: *RELATIONSHIP BUILDER!*

- Done via Skype video chat or phone
- You get 8-minutes **TOTAL** to pitch
- If opting for a phone pitch, make sure your voice and personality radiate through the phone!
- Show'em what kind of energy you'd bring to a room!

WRITTEN:

- No direct interaction with the exec
- Exec reads your 1-2 page written pitch and provides feedback
- Since you won't be interacting with the exec, make sure your voice SHINES in the pitch doc!

- You're free to pitch whatever you like, but keep in mind that part of the goal is to **pitch the same project a few times** and get notes from different execs on *that* pitch. Doing this helps you learn how to ID a variety of notes (good, bad, common, outlier, etc.),
 - If you're in MARKETING INTENSIVE, this will come in handy during your Interpreting Coverage session at the end of the month!
- If all the reports are for different pitches, it'll be harder to identify any patterns!
- PLUS, it's also better if it's a pitch your classmates are familiar with! So try sticking with the pitch you've been working on... or the pitch you'll use during group sessions this month, like the "Scenarios" Roundtable.

SESSION CREDITS: HOW IT WORKS

- With ON-RAMP, you each get **ONE** \$35 credit. With Marketing INTENSIVE, you get **FIVE** \$35 credits to use toward your pitch sessions
- You choose the type of pitch (verbal or written) you want - we **HIGHLY** recommend doing as many **VERBAL** pitches as possible
- Each pitch session must be purchased separately
- You can use the filtering option to see all upcoming [Open Pitch Sessions](#)
- Once you've selected your session, proceed to checkout
- Enter your discount code (.i.e. TRISTANJULY) in the DISCOUNT CODE FIELD and complete the checkout
- Repeat this step four more times!
- **NOTE: YOUR CODE WILL EXPIRE ON THE LAST DAY OF THE MONTH FOR WHICH YOU ARE REGISTERED... SO USE IT OR LOSE IT!!**


DO'S AND DON'TS

DO...

- Research the exec and company you're thinking about pitching to
- Read the provided BIO
- Thoroughly review their listed preferences, ***ESPECIALLY*** what they say they're **NOT** looking for
- Select the session you're most ready for

DON'T...

- Pitch the exec a genre they're not interested in
- Submit script pages, pitch decks, etc. as your written pitch
- Be overwhelmed by the myriad of options!
- YOU GOT THIS!!!



EXECUTIVES and ASSISTANTS and
OTHERS, OH MY!!

[ACCESS PROGRAMS](#)





You're officially registered!

Links to instructions on next steps including material submission and/or how to access classes and webinars are included below in the Registration Summary.

Registration Summary



Maraya Gibson - Verbal @ 12:50PM

PT

Open Pitch

\$35.00

Sunday 9/27 @ 10:00am - 1:00pm PT

[CLICK HERE FOR INSTRUCTIONS](#)

Discount NITASEP

\$-35.00

Subtotal

\$0.00

Total

\$0.00 USD

[View Order Details](#)

This is what your confirmation email will look like once you register for a session.

MATERIAL SUBMISSION FORMS

OPEN PITCH: Written and Verbal

[MATERIAL SUBMISSION FORM OPEN PITCH](#)

Material is due as soon as you are ready, but **no later than 2 hours prior** to the start of the session (**i.e 8am/12pm PT**). We cannot guarantee that material received after this deadline will be reviewed

10-MINUTE READ:

[MATERIAL SUBMISSION FORM 8MR](#)

Material is due as soon as you are ready, but **no later than 7:00 am PT** on the date of the session. We cannot guarantee that material received after this deadline will be reviewed

PITCHIN' DAY: WHAT TO EXPECT!

- Verbal pitches begin at either **10am PT** or **2pm PT**
- The exec you chose will contact YOU at your selected pitch time, so BE READY!!
- **MAKE SURE YOUR PHONE/COMPUTER IS ON, FULLY CHARGED AND NOT ON SILENT**
- If you selected **Verbal-Skype**: the exec will **video** call you (this is the best option when possible)
- If you selected **Verbal-Phone**: the exec will call you via the **phone**
- You get **8-MINUTES, TOTAL** (this includes any Q&A) to pitch the exec your project!
- Make sure you're in a quiet, well-lit area so you can complete your pitch uninterrupted and can be clearly seen and heard
- If we cannot reach you during your scheduled pitch time you will forfeit your slot! So again, BE. READY.

SUPER IMPORTANT:

DO **NOT** ASK THE EXEC IF THEY WANT TO
READ YOUR SCRIPT, SIGN YOU, *BUY* YOUR
PROJECT, OR TO GIVE YOU FEEDBACK
DURING ANY OPEN PITCH SESSION!!!

CAN'T MAKE YOUR SCHEDULED SESSION?

- You may cancel for a full refund up to **72 hrs** prior to the start of the session
- Cancellations requested after this deadline will be ineligible for any form of reimbursement
- Email coordinator@roadmapwriters.com **ASAP** if you need to cancel or want to be moved to a different session

FEEDBACK REPORTS

WHAT TO EXPECT:

- Feedback reports should be returned within *5 Business Days* (Mon-Fri) of a completed session
- Reports will come directly from a Road Crew member, never the exec



FEEDBACK REPORT

SESSION & PROJECT INFORMATION

Open Pitch Session:	3/14 - Anjali Raghunathan Verbal - Skype*
Name:	
Contact Email:	
Project Title:	

FEEDBACK FROM YOUR EXECUTIVE

Logline:	Excellent - I think this logline works great and conveys the slice-of-life quality of this well!
Presentation:	Good - I thought you did a good job of introducing me to this world and why you want to write this series. One minor thing to note is that your opening talking point about how we've seen a lot of shows about "women battling forces beyond their control" is clever, but I think you need to be very clear that you're subverting our expectations on that model and not just giving us another familiar version of that.
Hit Major Plot Points:	Average - I thought you did a good job of describing the pilot to me. You could have gone into some sample episodes, so I could get a better sense of the week-to-week, even though it's a slice of life. Also, I felt the pilot could be a bit tighter (I go into more detail below).
Kept it Succinct:	Good - I think overall you did a good job! One thing to be careful of in a pitch like this, which is really execution dependent (rather than concept dependent), is to streamline the details to what is essential for us to know. For example, I don't remember the dad or sister being important to the pilot or rest of the season, so maybe you can cut them (just for the pitch part, of course)!
Voice/Personality:	Excellent - Yes, I loved that you were drawing from experiences that are really personal to you and showcasing a character perspective that's sorely missing from TV.
Energy (if Verbal):	Excellent - I thought you had great energy and kept me engaged throughout.
What Worked:	Echoing the sentiment above—I love that you're creating a really specific character portrait of someone struggling with an illness who also lives an interesting, vibrant and relatable life. The supporting characters that you fleshed out were also a highlight to me, especially her roommate and her frenemy.
	As I mentioned above, for a show this execution dependent, the direction of the show needs to be crystal clear and the pilot needs to immediately hook the listener. I thought the emotional conflict about Fern trying to prove herself to her teacher was a strong idea, but the beginning of the pilot with the one-night stand, and even the white envelope plot twist

This is what your feedback report will look like... (top half)

What Could Be Improved:

As I mentioned above, for a show this execution dependent, the direction of the show needs to be crystal clear and the pilot needs to immediately hook the listener. I thought the eventual conflict about Fern trying to prove herself to her teacher was a strong idea, but the beginning of the pilot with the one-night-stand, and even the white supremacist protest, felt pretty disconnected to the eventual A-story of the pilot and lacked a bit of intention.

Think about how the SHRILL pilot focuses from beginning to end on Annie's sex life, her struggles with contraception, and her ultimate decision to get an abortion. We don't really get into other aspects of her life, like her career or relationship to her parents until later on into the series when we can do them justice. I'd suggest you introduce the conflict with her teacher at the very top of the pilot, so that the rest of the episode exists in the shadow of the question: "Will she prove her teacher wrong?" Then you can describe other episodes, like about Fern's love life, briefly at the end of the pitch!

Did the Exec want to see any additional material?

Yes, please! Send along the full script.

WHAT NOW?

- If the Exec did not request to see additional material, this concludes our service.
- If the Exec requested to see your full script and you've already uploaded it, we have passed it along.
- If you did NOT upload your full script or the Exec requested any other additional material, please reply to this email within 48 hours with the requested material attached and we'll pass it along.

After forwarding your material, Roadmap steps out of the process and the Exec will reach out to you directly if - and only if - they are interested in talking further.

Want some extra guidance?

We encourage you to attend our monthly free session [Briana's Pitchin' Good Time!](#) hosted by our Director of Writer Outreach Briana Hansen!

We hope you found this feedback helpful!

Penny for Your Thoughts?

We're always looking for ways to improve our educational programs!

Let us know what you thought of this Exec's feedback [HERE](#).

(Don't worry, it's anonymous!)



Feedback report continued... (bottom half)

WHEN MATERIAL IS REQUESTED

- First off, CONGRATS!!!
- If you attached your script to your submission form, we will automatically send it (and any additional material you provided) to the exec
- If you did **NOT** attach your script to your material submission form, you have up to **48 hours** to email it to **coordinator@roadmapwriters.com** so we can get it to the exec
- **Note:** We don't usually forward scripts to execs if they are received past the 48 hour window.

LASTLY...

- When pitching, remember to be personable, execs like that
- Try to pitch a project that's ready/available to be read
- Proofread your material before you submit or the execs will call you out on it
- If you have questions about anything Access Program related, shoot us an email @ coordinator@roadmapwriters.com!