



# YEAR *in* REVIEW



## A MESSAGE FROM CEO JOEY TUCCIO

**2020 WAS AN INTENSE YEAR** (to say the least). Through it all, our writers persevered, which led to a record number of success stories. We had over 50 writers sign with representation, others who got staffed, optioned, or have projects slated to go into production. The bottom line, our writers don't slow down. More execs have taken notice and continuously praise the level of talent coming from our programs.

We recognize the time and effort you put into your craft, your bravery for stepping outside of your comfort zone, and your humanity for uplifting the writing community. Your resilience inspires us daily and your creations are what keep the industry moving. Most of all, we're honored to play a part in helping you reach your goals. And so, we're excited to share this booklet with you and celebrate all you've accomplished!

Always in your corner,  
**Joey Tuccio**



# 2020

## BY THE NUMBERS

### Roadmap Programming

**65<sup>+</sup>**

Free programs offered

**24**

Free Master webinars offered

**482**

Free pitch prep calls scheduled

**15<sup>+</sup>**

Partnership events

**80<sup>\*</sup>**

Monthly average of programs we offered

**50<sup>+</sup>**

Daily emails sent by Joey to execs for our writers



**4 Roadmap team members added to staff**

**Nita, Selene, Tarik, Julianne**



**SIGNING STATS**

**4.3**  
AVERAGE NO. OF MONTHLY SIGNINGS

**MONTH WITH MOST SIGNINGS**  
**FEBRUARY & DECEMBER**  
WITH 9 EACH

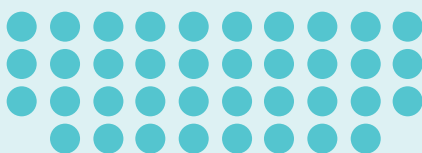
**3**

**AUTHORS SIGNED**  
from Top Tier Authors

\*APPROXIMATE NUMBER OF CLASSES, CLINICS, GROUP MENTORSHIPS, AND INCUBATORS

# 52

WRITERS SIGNED THIS YEAR



Number of different companies that signed writers: **38**

# 95

NUMBER OF COUNTRIES WHERE ROADMAP WRITERS COME FROM

NUMBER OF SCHOOLS WE'VE SPOKEN TO

# 5

## DIVERSITY

# 65.5%

PERCENTAGE OF DIVERSE WRITERS WHO GOT SIGNED

# 2,130

TOTAL # OF DIVERSITY COMPETITION APPLICANTS

# 290

New Execs added to our roster

## BREAKDOWN OF MONTHLY SIGNINGS

### JANUARY

1 2 3

### FEBRUARY

1 2 3 4 5 6 7 8 9

### MARCH

1 2 3 4 5 6

### APRIL

1 2

### MAY

1 2 3 4 5

### JUNE

1 2 3 4 5 6

### JULY

1 2 3

### AUGUST

1 2 3

### SEPTEMBER

1 2 3

### OCTOBER

1 2

### NOVEMBER

1

### DECEMBER

1 2 3 4 5 6 7 8 9

## COMPANIES THAT SIGNED WRITERS IN 2020

3 Arts Entertainment  
A3 Artists Agency  
AAO Entertainment  
Affirmative Entertainment  
Bellevue Productions  
CAA  
Chamber 37 Entertainment  
Circle Of Confusion  
Content House  
Echo Lake Entertainment  
Empirical Evidence  
Epigram  
First Friday Entertainment  
First Story Entertainment  
Gersh  
Good Fear  
Gotham Group  
Housefire  
Insignia Entertainment  
Kaplan Stahler  
KDX Entertainment  
Kersey Management  
Klasco Entertainment  
Luber Roklin  
Meridian Artists  
Mosaic  
Paper Plane Entertainment  
Recon Literary  
Roar  
Seth Nagel Management  
The Cartel  
The Seymour Agency  
Trident Media Group  
Untitled Entertainment  
Wolf + Lapin  
WSA Entertainment  
Zakaria Entertainment Group  
Zero Gravity



# WRITERS SIGNING SPOTLIGHT

**IN 2020 WE HAD OUR LARGEST NUMBER** of writer signings in a single year! It's a reflection of our relentless advocacy for our writers and their unwavering commitment to connect, write, and pitch.

Our signing numbers reflect only those writers who we directly helped get signed either by a personal Roadmap introduction or through one of our many Roadmap programs. If a writer who is part of our community gets signed outside of Roadmap we're equally just as excited for them, but do not credit ourselves with the signing. It's just the right thing to do.

## Vanessa Leigh

Writer/director Vanessa Leigh placed in the Top 25 of our 2020 Shorts Competition with her short film *SAM & EMMA*, and signed with managers at First Friday Entertainment. As a storyteller she strives to elevate female and LGBTQ+ voices, while exploring how women of all ages connect to the world.



## Brandon Constantine

Writer Brandon Constantine embodies everything we love to see in the writers who grow through our Career Writer Program. Passion, collaboration, determination, and a willingness to actively step outside your comfort zone. A Top Tier alum, Brandon set-up his original feature script at Lionsgate and attached a producer of the *JOHN WICK* franchise to his project. Through our programs, Brandon found his manager Jon Hersh, of Housefire Management.

As a writer, Brandon has lived by the maxim that your work is "about defining yourself through yourself." And defining yourself through your work extends well past just your script. Being able to connect with the myriad of execs, and producers, throughout the creative process, is vital and can be what allows you and your work to stand out above the rest. When it comes down to it, for a studio to decide to fast track your project, they are considering "whether or not they can see working with you for a year." Bringing your positivity, voice, and work ethic is vital and something all writers need to be prepared to do.

## Writers Signed in 2020

Aadip Desai  
Aarthi Ramanathan  
Alan Horsnail  
Alessandro Pederzoli  
Amena Kheshtchin-Kamel (Book)  
Amena Kheshtchin-Kamel (Literary)  
Ashlei Hardenburg  
Benjello Jacob  
Bo Shim  
Brandon Constantine  
Briana Hansen  
Burgos Bros  
Charlie Peppers  
Claire Tailyour  
Craig Holland  
DaManuel Richardson

Dreux Dougall  
Eileen Alvarez  
Erica Land  
Gayle Jackson  
Gia Miller  
Gina & Lisa Gomez  
Gina Merchan  
James Mooror  
Jeff Tuttle  
Jess Carson  
Julianne Wargren  
Kathryn Rushent  
KC Kramer  
Kenyetta Raelyn  
Kristina Thomas (Agent)  
Kristina Thomas (Manager)  
LaDarrion Williams  
Lena Murisier

Lila Kalick  
Melody Cooper  
Mika Frank  
Neil Stevens  
Nicola Pitmam  
Rachel Fischer  
Sam Tahan  
Sanjeev Sirpal  
Seth Renshaw  
Shane Isheev  
Shane Tully & Britt Middleton  
Shannon Davies  
Shawn Parikh  
Shruti Saran  
Sonita Singh  
Ted Campbell  
Terri Viani  
Vanessa Leigh



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## Mika Frank

Writer Mika Frank started pursuing TV writing nearly six years ago. Through that journey, she admits she's written a ton of terrible pilots before truly feeling she had a hang of the craft. As she became more comfortable with her craft, she began writing scripts that garnered traction and allowed her to connect with managers. "The traction kept me motivated," she said. But when it came to choosing a manager "it was really important for me to find a manager who loved my writing and had a clear strategy to start my career." Mika, who spent eleven years working as a pharmacist, was introduced to Roadmap by a writer peer. She spent her time refining her meeting skills until she finally felt she had the runway needed to "develop and habitually practice pitching myself to execs."



## DaManuel Richardson

DaManuel was a Top 5 finalist in Roadmap's 2020 JumpStart Competition for his drama pilot, *THE SQUIRE*. Soon after he was introduced to managers at Bellevue Productions where he signed.

## Ted Campbell

Writer/director Ted Campbell was a runner-up in the 2019 JumpStart Competition for his thriller feature *HARM'S WAY*. Earlier this year, he signed with a manager at Zero Gravity after being introduced by Roadmap. Ted just wrapped writing and directing his first feature for MarVista Entertainment.





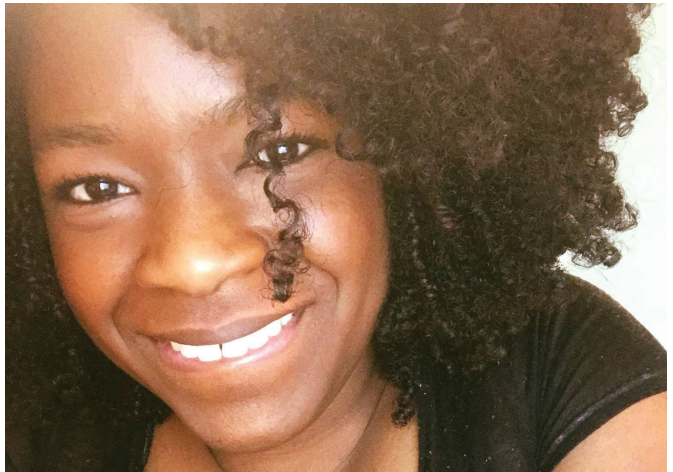


# DIVERSITY COMPETITION WINNERS

**HOLLYWOOD IS AT AN INFLECTION POINT.** After being ignored for far too long, stories depicting characters and experiences from diverse walks of life are beginning to find their way onto our screens. But the work is far from over. At Roadmap, we want to continue to do our part to bring more diversity to the films and shows we consume, and for us, that starts with the writer. Since 2016 our monthly Diversity Competition has endeavored to empower diverse writers and serve as a platform for their careers to flourish and voices to reach new audiences.

## Kayona Ebony Brown

Has your face ever hurt so much from smiling? That probably means you just had a conversation with Kayona Ebony Brown. Kayona won Roadmap's July Diversity Competition and has been charming execs with her pages and personality ever since. As a multi-hyphenate storyteller she focuses on female-driven drama and dramedy with existential undertones that place unusual or unexpected women at the center. "I believe good storytelling doesn't come from having answers, but from asking questions." It's that approach which inspires her stories as she brings them from a personal place and crafts them into commercially digestible material. Kayona also knows the importance of making fans. It's through this type of networking that she connected with an industry exec in a Roadmap program that led to her being hired to write a featurette for the *Big Game* featuring Viola Davis.



## Amena Kheshtchin-Kamel

2020 proved to be an unstoppable year for writer and author Amena Kheshtchin-Kamel. In the span of one year, Amena won Roadmap's monthly Diversity Competition, got accepted to Roadmap's Top Tier program, landed literary representation with Seth Nagel Management, got hired for two writing assignments with the producer of Netflix's *RATCHED*, and in November signed with The Seymour

Agency for her work as an author. "I could write a novel about what Roadmap means to me, and how Roadmap has been and continues to be game-changing for my writing career."

As a first generation American, Amena grew up caught between three different cultures. Through her upbringing she quickly became an expert at navigating racial identity and ambiguity which would ultimately fuel her writing. She studied film at USC and ASU and holds a Juris Doctorate, with a certification in Science & Technology, while specializing in Intellectual Property Law.

As a writer living outside of Los Angeles, Amena recognized the challenge of getting her work in the hands of industry professionals who could help elevate her work and open the door to new opportunities. "With all the networking I've done throughout the years, even in LA, my career never had real traction... until Roadmap".

A relentless creator, Amena garnered attention throughout the Career Writer Program with her pilot *CRYSTALL PALACE*, which helped her land representation with veteran manager Seth Nagal. As an author her debut YA Sci-fi graphic novel *OBSCURIA*, as well as a manuscript about her mother's immigration story from Iran got the attention of publishers and allowed her to secure representation.

What will this year have in store for Amena? We'll have to wait and see. But if last year was any indication, the sky's the limit.



INTERVIEW WITH MARCH 2020  
DIVERSITY WINNER

## LENA MURISIER

### What made you want to write in the first place?

I'm from Switzerland where the film and TV industry is slowly growing, but still extremely small next to the Hollywood machine. I realized that behind my favorite shows were hundreds of scripts and thousands of hours of writing. A whole new world opened for me: I could combine my love for film and TV and my love for writing. I soon started reading books about screenwriting, read dozens of scripts, and studied Shonda Rhimes' masterclass over and over again. And eventually, I quit my job in marketing/advertising and boarded a plane to LA.

In 2018, I attended a short term directing program at the New York Film Academy to gain experience on-set. Shortly after, I applied for their screenwriting program, graduated in 2019, and signed a production deal for my TV Show, BONNIE & BONNIE. It was the first pilot I ever wrote, and I was lucky enough to have won awards and traction in such a short time. Soon after, I signed an option for TAKE US TO CHURCH, my

documentary debut on LGBTQ Affirming churches across the United States.

I know that achieving this much in less than two years is not common. For a while, I was almost ashamed of this success, as if I had to hide because it was too soon. And then I realized, maybe these are the voices we need out there also, the ones that say "it might not be common, but it is possible." Everyone has their timing; this is mine. I met my manager at Untitled Entertainment through Roadmap Writers' Top Tier program. We immediately hit it off, not just on writing, but on our vision of stories and life. My manager knows and understands why I need to tell the stories I tell, and that takes an extremely skilled manager and profound human being. It's amazing to have someone that supports you in your next steps, someone that believes in you so much that they walk in rooms vouching for you.

### What genre do you prefer to write in? What draws you to that genre?

I feel like the genre I like

to write the most changes regularly. I love thrillers, especially the ones from the 80s, like *The Hand that Rocks the Cradle* or *Sleeping with the Enemy*. There's something very special about those movies, the set up was fascinating, it took its time, something that wouldn't really work today where everything is much more fast-paced. Now, I might love thrillers but when I look at what I've written so far, it's mostly dramatic comedies. I do believe that whatever the genre is, it all comes down to the characters. I spend extra time working on my characters, giving them clear personalities, goals, giving them life. It's especially important for TV. People might watch a movie for its entertaining story, but in a show, they'll come back for the characters. I find human psychology fascinating and in most of my scripts, I explore not the right or wrong, but why someone does what they do. I'm much more interested in the "why" than in the "what".

### What interested you about the Roadmap Diversity Initiative?

I follow Roadmap Writers on social media and they have all those cool quotes and encouraging words for writers. They also have training programs that I think are brilliant and can help writers with their stories, pitches, and networking opportunities. I wanted to apply mostly because I felt like my script would hit the right target. I'm European, I speak and write in four languages, I've traveled for years looking for a place that felt like home. I now live in Los Angeles, I found my people here, a community, a sense of belonging. I wish I had access to more LGBTQ stories in my younger age, I would have understood what I'm going through, I would have avoided years of suffer-

ing and forcing myself to be someone I am not. Progress is happening, but there is still a long way to go to normalize all types of genders and orientations. Today, too often it feels like the characters on the screen are limited to their sexual orientation, underlining that we are different, when really, we're not. We are the same. And this subject is complex. The answers cannot be found in the pages of a book. They have to be felt and lived. To me, that is what the Roadmap Diversity Initiative embodies and why I wanted to submit my script and pres-

**2020**

## Monthly Diversity Winners

**January**

Krystal Foster

**February**

Amena Kheshtchin-Kamel

Chloe Samantha-Rose

Owens

**March**

Lenna Murisier

**April**

Lori Beth Crawford

**May**

Eljohn Macaranas

**June**

Shyam Popat

**July**

Kayona Ebony Brown

**August**

Jennifer Irons

**September**

Quinton Stroud

**October**

Tarik Woodbine

**November**

Lillian Wang

**December**

Lyric Fergusson





# THE ROADMAP COMMUNITY

It's no surprise that the secret ingredient that makes Roadmap special is you, our community. As we all faced new challenges, we came together and rose to the occasion. This year, Roadmap started a needs-based scholarship fund to provide financial assistance to help writers continue their creative pursuits. Many writers within the community generously stepped up to donate programs to writers in need.

Roadmap made donations to support organizations fighting racial injustice and equality, as well as local food banks. We launched our Holiday Help Event to support those in need by helping to pay utility bills, rent, vet bills, and more. Once again, the community reached out to generously show support and expand the number of families we could help. So again, a huge thank you to our community for changing the world with your stories, generosity, and love for each other.



## Animal Rescue Mission

The only thing Joey loves as much as helping writers is rescuing animals. In October, Roadmap teamed up with The Animal Rescue Mission to raise awareness and continue the work of rescuing animals from around the world. The Animal Rescue Mission was created to rescue, rehabilitate, and re-home animals while educating the public on how to provide a safer, happier world for animals.

## COMMUNITY BY THE NUMBERS

4

NUMBER OF  
ORGANIZATIONS  
ROADMAP  
WRITERS  
DONATED TO

- KAEPERNICK'S KNOW OUR RIGHTS CAMP
- THE BAIL PROJECT
- UNICORN RIOT
- FEEDING AMERICA

16

Writers who  
Helped during  
our Holiday Help  
Event

3,425.00  
Writer  
Donations

## ANIMAL RESCUE MISSION

50



NUMBER OF ANIMALS RESCUED

Number  
of people  
who  
donated  
to ARM in  
October

200+