



## PitchNY 2019 FAQs

PitchNY  
November 7<sup>th</sup> and 8<sup>th</sup> 2019

### **What is PitchNY?**

Currently in its fourth year, Pitch New York is an opportunity for young, aspiring New York filmmakers and content producers to grow their careers and learn new skills. Undergraduate students and recent alumni are invited to apply for a conference with panel discussions and one-on-one pitch workshops with leading entertainment professionals. The purpose of these pitch sessions is for the participants to grow, learn, and get valuable insight and feedback from the industry professionals, rather than for actual work or intellectual property to be sold. For more information on the past three years of PitchNY, and to better understand what this year's conference may look like, click [here](#) and [here](#).

### **How do I know my ideas won't be stolen?**

PitchNY is an educational and networking opportunity. No work will be purchased by the participating entertainment industry representatives and all participants will be required to sign non-disclosure agreements.

### **What is the schedule?**

If selected, participants will be invited to an afternoon of pitch prep followed by a welcome reception on Thursday, November 7<sup>th</sup>.

On Friday, November 8<sup>th</sup>, the first half of the day will include opportunities to hear from entertainment industry experts. Participants will listen to panels of writers, producers, directors, and other experienced representatives discussing topics relevant to the changing and growing entertainment industry. The second half of the day is a "speed pitching" workshop, where participants will have the opportunity to pitch their ideas for a film or show to industry representatives and get feedback on how to develop their idea or improve their pitch.

All PitchNY activities will take place at NBCUniversal World Headquarters at 30 Rockefeller Plaza in New York City.

### **Who can apply?**

Undergraduates at New York public or private not-for-profit colleges and universities, and alumni who have graduated from New York institutions within the last two years (classes of 2017 [winter graduation], 2018, 2019, 2020, 2021, 2022, and 2023) are welcome to apply. This

opportunity is open to students from all backgrounds, and we are actively seeking a diverse and inclusive cohort.

If you think you are a strong candidate for this program, and you attend or attended a college or university in New York State but currently reside outside of New York State, please contact us at [pitchny@tfiny.org](mailto:pitchny@tfiny.org)

The goal of PitchNY is to hear from and uplift diverse voices and communities that have faced barriers to access, exposure, and sustainability due to imbalances in representation and power across the entertainment industry. We expect each participant to be able to explain how diversity and inclusivity has impacted their life, and we ask that each project contain diverse and inclusive themes and characters.

The biggest requirement is that participants have a **concept that is ready to be pitched that includes a strong narrative with diverse & inclusive themes, leads, and/or major characters** (race, ethnicity, religion, socioeconomic status, sexual orientation, and gender identity, for example).

Applications are available at <https://esd.ny.gov/pitchny>. Once you start the application online, you will create an account that will allow you to save drafts of your application and return to complete it at your own pace. Applications are being accepted until **11:59pm Eastern Standard Time on Monday, September 16<sup>th</sup>**.

### **How are participants evaluated?**

Applicants will be asked to complete an application that includes 1-3 loglines for a film, television show, or digital series. Applicants will be evaluated based on the strength, creativity, and clarity of their project ideas in addition to how closely these projects connect to themes of diversity and inclusion.

### **When will I know if I've been selected?**

Applications are being accepted until **11:59pm Eastern Standard Time on Monday, September 16<sup>th</sup>**.

Finalists will be notified of their selection mid-October.

### **What costs will I be responsible for covering?**

Participants from outside of NYC will receive a \$450 travel stipend to help with the costs of their travel to and from NYC, local transportation in NYC, and your lodging on Thursday night.

For participants living in NYC, there is a \$50 stipend available to cover local transportation. Lunch and snacks will be provided on Thursday afternoon, and hors d'oeuvres will be served at the Welcome Reception on Thursday night. Breakfast and lunch will be provided on Friday.

If you have any questions or concerns about costs associated with attending PitchNY, please don't hesitate to contact us at [pitchny@tfiny.org](mailto:pitchny@tfiny.org)

### **What should I do to prepare for the event if I'm selected?**

Please make travel reservations to arrive at 30 Rockefeller Plaza on Thursday, November 7<sup>th</sup> by approximately 1:00pm. The program on Friday, November 8<sup>th</sup> is expected to begin at 8:30 am and run until early evening. If you have any extenuating medical or religious needs that affect your attendance, please don't hesitate to contact us at [pitchny@tfiny.org](mailto:pitchny@tfiny.org)

Please develop and practice your strongest pitch in the weeks leading up to the event. You will have the opportunity to further hone your pitch during the pitch prep session on Thursday.

No tools will be available for presenting or projecting your work. If participants are interested in showing a presentation, we recommend printing your deck and bringing 4-5 copies for one-on-one pitching. Please note that a pitch deck is not a requirement in any way.

### **What should I wear?**

We recommend dressing in business attire for the Thursday night reception and business casual attire Friday.

*The event is organized by Tribeca Film Institute and hosted by NBCUniversal with Governor Cuomo's Office of Motion Picture and Television Development.*

Tribeca Film Institute partners with storytellers and joins them in breaking barriers of access, exposure, and sustainability in the media landscape. Each year, we collaborate with an exceptional group of filmmakers and media artists to fully realize their stories and connect with audiences. Further, our education and engagement programs empower students through hands-on training and exposure to socially relevant films, offering young people the media skills necessary to be creative and productive global citizens.

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news and information to a global audience. NBCUniversal is a subsidiary of Comcast Corporation.

The New York State Governor's Office of Motion Picture and Television Development (MPTV) serves as a liaison between production companies and city and local governments, state agencies, a network of statewide contacts, local film offices and professional location scouts and managers. MPTV operates under Empire State Development (ESD), the economic development agency of the State of New York.