

TV News[®]



Calling all would-be producers

Got a pilot idea for TV? In an effort to find up-and-coming talent to create television programs, the Independent Television Festival makes its debut this year as a venue that organizers hope will introduce creative people to the folks who can bring their ideas to fruition. Founder A.J. Tesler tells TVBR he decided such a festival was needed to help writers, directors and producers launch their careers because he knew of people who had good

projects, but weren't making the connections that were needed to get their shows produced. "The way that television works right now and the way that people watch it is changing. I think that the audience is developing into the actual content makers through webisodes and emerging media...Distributors are looking for audience-created content, because if the audience creates it you know it's what the audience wants," Tesler explained. Pilots entered in the festival have to be in video form, not just ideas on paper, but Tesler notes that creativity is more important than production value. Entries are due by the end of this month for the festival, which will be July 28-31 at Raleigh Studios in Hollywood. Entry forms and information are available at www.itvfest.org. A few hundred entries are expected, which will be narrowed down to 5-10 in each of five categories to be screened at the festival. Some top TV industry executives are serving on the festival board and judging entries, so, with a little luck, some of the pilot ideas may lead to future shows for network, cable or syndicated TV.