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**Sarasota County's TV ME! Pitch Contest Winners Announced**  
**Sarasota resident Austin McKinley claims grand prize for television series treatment**

Sarasota, Fla. – (March 28, 2011) Sarasota resident Austin McKinley's television series treatment claimed the grand prize in the inaugural [Sarasota County Film & Entertainment Office](#) (SCFEO) "TV ME!" pitch contest. Contest winners were announced today at a press conference at the [Longboat Key Club & Resort](#).

The event's surprise "reveal" was that one writer won three of 12 honors. In addition to the grand prize for his dramedy television series treatment "Quixotic," McKinley also earned first place in the scripted category for his sitcom pitch "Local Access," and third place in the one-off category with a sci-fi, made-for-TV movie pitch "Quintessence."

"Each of the 250 entries was judged 'blind' to ensure that the judges didn't know whether the creator was local or out-of-state, man or woman or a writing team, young or old, or any other identifying characteristics that could unfairly influence a judge's opinion," said Jeanne Corcoran, director of the SCFEO, a division of the [Economic Development Corporation of Sarasota County](#) (EDC).

As the grand prize winner, McKinley will travel to Los Angeles with complimentary airfare, hotel accommodations, ground transportation and meals, and a \$350 cash stipend. The SCFEO will host McKinley at meetings with Hollywood decision-makers where he will make an in-person pitch and promote his winning original TV concept.

"It was unexpected that one writer would be outstanding across multiple categories and take several awards," said Charles Meyer, contest director. "It's a testament to the winner's talent. We also far exceeded our expectations on the number of entries in our first year of the contest, and we attracted talent from across the nation."

The first place winner in the unscripted category was South Orleans, Mass. resident Caroline Gallagher's "Yes Kids Can" inspirational reality TV pitch. The first place winner in the one-off category was "A Love Worth Waiting For" by Myra Holmes of Anna Maria, Fla.

Entrants from California, Arizona and Nevada, as well as Floridians from Sarasota, St. Petersburg, Homosassa Springs and Boca Raton won second and third place awards in the three categories. Two honorable mention awards were also given in the scripted category. A complete list of winners is available online at <http://filmsarasota.com>.

Numerous sponsors and community organizations helped make the TV ME! contest a reality. The [Community Foundation of Sarasota County](#) provided a \$3,500 grant to the Economic Development Foundation for the SCFEO's "Incubating Creativity and Content in Sarasota County" initiative. The grant was a key resource for implementing the TV ME! contest, said Kathy Baylis, CEO and president of the EDC.

As the grand prize winner, McKinley will also receive:

- A \$7,500 production grant from [Sanborn Studios](#) to create a two-minute demo video of the winning concept, and a behind-the-scenes tour in Hollywood hosted by Sanborn's Los Angeles office representative;
- Several practice pitch sessions with professional pitch coaches Jeanne and Mark Simon of "[Sell Your TV Concept Now](#)," in advance of the Hollywood visit;
- A one-hour consultation with each of three Sarasota County intellectual property/entertainment attorneys to discuss IP/legal issues;
- A consultation with two Sarasota County marketing consultants to brainstorm marketing and social-networking strategies;
- A custom-designed TV ME! trophy, plus other gifts and prizes.

Each first place category winner for scripted, unscripted and one-offs received a \$250 cash prize, a custom-designed award and other gifts at the event, and will also receive a practice pitch session with the professional pitch coaches. Additionally, the concepts of the first place category winners will be sent to executives and decision-makers in the television industry for consideration. The second and third place winners in each of the three categories received medallions and gift bags.

The press conference was open to the public and was followed by an invitation-only private awards luncheon for the honorees and sponsors, hosted by the Longboat Key Club Resort as the premiere/presenting sponsor of the event.

The Sarasota County Film & Entertainment Office (SCFEO) is a division of the Economic Development Corporation of Sarasota County. It seeks to attract film, television, commercial, documentary and other media production to create content, produce and shoot on location in Sarasota County, as well as to serve the region's resident production community, improve and expand its resources, provide intergovernmental liaison and proactively market and promote Sarasota County's assets to the entertainment industry as a whole. The SCFEO is a member in good standing of the Association of Film Commissioners International, Film Florida and other industry organizations. [www.filmsarasota.com](http://www.filmsarasota.com).

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A division of the Economic Development Corporation

**TV ME! 2011**

**GRAND PRIZE WINNER**

**Quixotic**

**Austin McKinley**

**A modern day Don Quixote bets his fortune to chase American glory days on a motorcycle quest.**

**SCRIPTED**

**FIRST PLACE WINNER**

Local Access  
Austin McKinley

A misfit crew runs a small-time TV station off the rails - live on air, and out of control!

**SECOND PLACE**

Midnight Princess  
Lee Tidball

A 13 year-old girl struggles to cope with growing up while also learning to deal with the other-worldly powers (and other-worldly enemies) that she's unwittingly inherited from her estranged father, an alien king on a faraway planet.

**THIRD PLACE**

Endless Fall  
Mike Swain

A 1960s rag-tag bunch of young daredevils risk their lives every weekend creating the new sport of skydiving. It's THE RIGHT STUFF meets AMERICAN GRAFFITI.

**UNSCRIPTED - PARTIALLY SCRIPTED**

**FIRST PLACE WINNER:**

Yes Kids Can  
Caroline Gallagher

Ordinary kids doing extraordinary things and making a difference in the world inspiring people with the possibility of what young people can do!

**SECOND PLACE**

The Nearlywed Game  
Judy Holman

A boot camp for couples about to wed.

**THIRD PLACE**

Whole Wide World  
Jeff Zampino

A travel-based reality show involving a revolving cast of 2 college students navigating the world.

**ONE-OFF**

**FIRST PLACE WINNER:**

A Love Worth Waiting For  
Myra Holmes

A sensuous and provocative love story between a journalist and a nun beginning in Florida, then moving to Albany, N.Y., Nicaragua, and Washington D.C.

**SECOND PLACE**

Tree of Life  
Allen Kretschmar

In a thrilling saga encompassing three separate timelines, saints and sinners race to unlock ancient secrets in their search for the Biblical Tree of Life!

**THIRD PLACE**

Quintessence  
Austin McKinley

A women's self-defense instructor battles his way through an inter-dimensional fight club to put a stop to the bouts before they destroy time and space.

**HONORABLE MENTION:**

**Doggy Business**

**Kimberly Newman & Michael Newman**

Kim and Mike flee the hustle and bustle of New York City and gamble their entire life savings on a hotel for dogs, in a colorful small town.

**Baby Shares  
VA Goss**

A Florida billionaire is running a hedge fund that invests in people's lives, then regulates them. BabyShares, an episodic drama: They're betting on **our** lives.



## TV ME! – SPONSORS + PRIZES

### **Presenting Sponsor / Awards Event, Luncheon & Press Conference:**

- ▶ Longboat Key Club & Resort,

### **Grants, Funding:**

- \$3,500 cash grant for the [Sarasota County Film & Entertainment Office](#) “Incubating Creativity and Content” Initiative to be used in execution of the TV ME! project, from the [Community Foundation of Sarasota County](#) to the [Economic Development Foundation \(EDF\)](#)

### **Professional Video / Television Production:**

- A \$7,500 production services grant for the Grand Prize Winner, from [Sanborn Studios](#) to create a 2-minute demo video of the winning concept, and a behind-the-scenes tour in Hollywood hosted by their Los Angeles’ office representative.

### **Professional Pitch Coaching**

An approximate total of \$3,000 in-kind value:

- Jeanne/Mark Simon -[www.SellYourTvConceptNow.com](http://www.SellYourTvConceptNow.com)

Grand Prize Winner -

- One hour 1-on-1 consultation with Mark and Jeanne Simon includes an additional 30 minute material review (valued at \$525)
- TV Pitch School home study course (\$397) [www.TvPitchSchool.com](http://www.TvPitchSchool.com)

Each category winner

- Receives a complimentary 2-year subscription to audio postcards called TV Pitch Tip Audio Postcards (value \$230 each, 4 awarded total for a \$920 value) <http://www.sellyourtvconceptnow.com/audiopostcard.html>

Our thanks also to Jeanne/Mark Simon for E\*blasting two emails about the TV ME! contest to their 10,000+ e-mail list as well as their two postings about the TV ME! Contest on their blog connecting with Facebook, Twitter and LinkedIn.

### **Educational Outreach, Public Relations:**

An approximate total of \$2,500 in-kind value:

- [State College of Florida](#) – Q& A panel at campus for Winners/Honorees of TV ME! Contest;

**Marketing:**

An approximate total of \$2,000 in-kind value - Strategizing and counseling the Grand Prize Winner in leveraging social environments in marketing creative content:

- Dan Miller - Executive Vice President - Business Strategy, [INGage Networks](#)
- Lisabeth A. Begin – Principal – [Begin Productions](#)

**Intellectual Property/Legal Counseling:**

An approximate total of \$1,500 in-kind value - One session with each of the following attorneys for the TV ME! Grand Prize Winner:

- [Douglas A. Cherry](#) – Attorney - (Partner - Shumaker, Loop & Kendrick, LLP - Board Certified in Intellectual Property Law)
- [Chris Caswell](#) – Attorney – board service - the Executive Board of the Florida Bar Entertainment, Arts and Sports Law, section of the Florida Bar
- [Chrissie Scelsi](#) (Principal - Scelsi Entertainment and New Media Law, P.L.,) Co-Editor - *Computer Games and Virtual Worlds: A New Frontier in Intellectual Property Law*

**Film Organizations & Events:**

An approximate total of \$250 in-kind value for the Grand Prize Winner:

- [Sarasota Film Society](#) – Burns Court & Lakewood Ranch Cinemas – One Dual annual membership + one Single annual membership – discounts on movie theater tickets
- [Sarasota Film Festival](#) – Event tickets/movie passes to the 2011 Festival