# Pailet & Ostendorf, LLP

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September 21, 2013

Eric L Cager

Cutting Edge

1524 N. Claiborne Avenue

New Orleans, LA

Dear Eric:

The following is an outline for my lecture on Thursday, Sept. 27, 2013.

**SOME THINGS TO KNOW AND DO WHEN CREATING REALITY SHOWS.**

**Written By: Ellis Jay Pailet**

1) **PROOF OF CONCEPT?**

* DOES YOUR IDEA SHOW/PRESENT

2**) CREATE A LOG LINE or TWO -THREE SENTENCE DESCRIPTION**

* PRESENT A SHORT DESCRIPTION OF THE SHOW YOU WANT TO PRESENT
* CREATE TWO OR THREE LINES THAT CAN SELL YOUR SHOW IDEAS
* CREATE A FEW SENTENCES TO SELL A PRODUCT

3) T**HE NAME OF YOUR SHOW .. CAN OFTEN SELL IT**

* MANY REALITY SHOWS ARE CREATED AROUND A NAME
* IT MAY BE ALL IN THE NAME

**FLAVOR OF LOVE** - DATING SHOW STARRING FLAVOR FLAV

**LIFE'S TOO SHORT** - DOCU SERIES STARRTING VERNE TROYER

4) **KNOW YOUR AUDIENCE**

* PICK A NETWORK OR TWO OR THREE.. THAT YOU WOULD LIKE TO SELL AN IDEA TO AND UNDERSTAND WHO THEIR TARGET DEMO.
* MANY PEOPLE HAVE IDEAS BUT WHEN IT BOILS DOWN TO IT THERE IS NO PLACE TO SELL IT.

* FIGURE OUT WHERE YOU THINK YOU CAN SELL IT.

5) **PRESENTATION REELS OR TALENT TAPES**

* THESE SHOULD NOT BE LONGER THEN 4- 7 MINUTES IN LENGTH
* YOU HAVE TO BE ABLE TO PROVE WHAT YOUR SHOW IS OR HAVE A GOOD  
  IDEA OF WHAT THE TALENT IS LIKE IN A SIMPLE TAPE THIS IS NO LONGER THEN THAT.

6) **KEEP IT SIMPLE - SAY IT CLEAR - SHOW PROOF OF CONCEPT - AND KNOW WHERE IT COULD SELL**.

7 ) **HAVE AN ATTORNEY WHO HAS KNOWLEDGE IN THIS FIELD**

* THESE ARE SOME OF THE KEY INGREDIANTS.

If you have any questions fill free to contact me.

Sincerley,

Ellis Jay Pailet