

## AN OPEN FORUM WITH MARILYN ATLAS

moderated by Ramona Schindelheim



This program provided a unique opportunity for our writers to meet with Marilyn Atlas and discuss the state of the market today. She provided valuable insight on a range of topics, including:

- What Sells and What Doesn't
- Honing Your Pitch
- Writing Your First Book
- Finding a Way Back Into the Market

**Marilyn Atlas's** producer credits include, "Real Women Have Curves" for HBO, which won the Audience Award at the Sundance Film Festival, "A Certain Desire," starring Sam Waterston, and "Echoes," which won the Gold Award at the Texas International Film Festival. She produced a movie at Lifetime, based on a YA book, titled "The Choking Game." Marilyn was also involved as a producer in the development of the MOW "Nightwalker" and "Playing for Keeps." Marilyn has developed pilots with Showtime and ABC Family and she has recently been developing the "Brides' March" for Lifetime Television, as well as a limited television series.

Marilyn's writing clients are regularly staffed and have developed and sold pilots to networks. Marilyn has repped 14 book writers to their first publishing deals (none self-published) including novels "Chasing the Jaguar" to HarperCollins, "Hungry Woman in Paris" to Grand Central Publishing, "Ave Maria Bed & Breakfast" to Hachette Publishing, and "Last Ride of Caleb O'Toole" to Source Books. Her acting clients have appeared in shows such as "Fringe," "Revenge," "NCIS:LA," "True Blood," "Dexter," "Castle," and "Criminal Minds."

Marilyn has long been committed to projects that celebrate diversity. She has been a guest at UCLA and USC, where she teaches a yearly course on creating non-stereotypical three-dimensional characters for writers and actors. She is a member of the National Association of Latino Independent Producers and is a founding member of Women in Film's Luminas Committee which supports the portrayal of women in non-stereotypical roles in film and television. She is the co-author of a relationship-based, screenwriting guide called "Dating Your Character," about an organic approach to character creation for Stairway Press. She is also featured in the book "Write Now!" from Penguin/Tarcher.

**Ramona Schindelheim** is an award-winning writer and journalist, who has garnered two EMMYS, a Peabody, a duPont, a Gracie, and two Golden Mics for investigative journalism.

She has worked in sitcoms; network, cable, and local television news; syndicated talk shows; documentaries; and digital media at ABC, CBS, NBC, FOX, CNBC, Warner Brothers, and The Wall Street Journal. She's had her words spoken by Peter Jennings, Matt Lauer, Jane Pauley, Michael Eisner, Pam Dawber, and Howard Hesseman.

After she left her last position as the Managing Editor at KTTV-Channel 11, Ramona re-started her media consulting firm, coaching and branding CEOs and entrepreneurs. She has just finished a new screenplay and, with her writing partner and husband, Michael, currently has a deal with a production company for a spec pilot.