



Reel Resources Program

July 6th –September 25th, 2025

Overview

Reel Resources is a professional development program from PictureNL designed to help Newfoundland and Labrador-based filmmakers strengthen the core components of their feature film funding applications. Selected participants will receive one-on-one mentorship across script refinement, marketing, casting, distribution, and director's vision development. The program includes 10 virtual sessions with expert mentors to turn promising projects into cohesive packages.

Program Sessions & Mentorship

**Note: Each participant will be scheduled individually within the session windows based on mentor availability, with approx. three-week gap between sessions to allow for meaningful progress and preparation.*

1. Script Refinement

This session focuses on workshopping scripts with experienced consultants. Participants will receive feedback on narrative structure, character development, and aligning scripts with industry trends and funder expectations. The goal is to produce a stronger, funder-friendly screenplay with clear storytelling and marketable elements. To ensure each participant receives in-depth, individualized

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support, the mentor will focus on one participant at a time, allocating 1.5 weeks per participant for each session.

- **Session 1:** July 6 – August 9
- **Session 2:** August 17 – September 25

2. Marketing

Participants will work with marketing professionals to identify target audiences, position their film, and develop cost-effective strategies for promotion and distribution. The session also explores options such as festivals, streaming platforms, and traditional outlets.

- **Session 1:** July 13–19
 - **Session 2:** August 3–9
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3. Casting Strategy

This session will help participants choose talent that enhances the film’s appeal and aligns with both creative vision and market demands. Topics include navigating casting challenges and strengthening project packages through smart casting choices.

- **Session 1:** July 20–26
 - **Session 2:** August 10–16
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4. Distribution Insights

This session features direct engagement with a distributor to explore what makes an application or pitch stand out. Participants will learn how to position their projects for maximum appeal and gain valuable insights into the funding and distribution ecosystem.

- **Session 1:** July 20–July 26
 - **Session 2:** August 17–23
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5. Director's Vision Development

In this session, participants will develop visually compelling lookbooks and pitch decks that articulate their film's vision, tone, and marketability. The goal is to ensure all visual and written materials align to create a persuasive funding package.

- **Session 1:** August 3–9
- **Session 2:** August 24–30

** Each participant will be scheduled individually within the session windows based on mentor availability, with approx. three-week gap between sessions to allow for meaningful progress and preparation.*

Application Process

To apply, companies must complete the attached application form and provide all supporting materials by June 13, 2025.

Supporting Materials:

- Feature film script
- Logline
- Synopsis
- Director's vision
- Lookbook
- Marketing plan
- Festival strategy
- Casting strategy
- Resume

**These supporting materials are to demonstrate thoughtful preparation. They do not need to be final or polished.*

Eligibility Criteria:

- Must have at least one producer, writing or directing credits on completed productions, such as:
 - A short film
 - A feature film with a budget less than \$250K

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- A television one-off production with a minimum broadcast length of 30 minutes
- A television series production

If you feel you may not meet the criteria but are still interested in attending the mission, please contact Industry Development Manager, Jennifer Dempsey.

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Reel Resources Program Application Form

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Diversity Self-Identification

The Reel Resources Program is committed to fostering an inclusive environment. Self-identifying as diverse is optional and voluntary, and information will be used solely for program planning and ensuring a diverse cohort. All responses are confidential.

Please indicate if you identify with any of the following groups:

- ☐ Indigenous
- ☐ Black
- ☐ Person of Colour
- ☐ LGBTQ2S
- ☐ Person with Disabilities
- ☐ Prefer not to answer

Other (please specify):

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Reel Resources Program 2025	Applicant Information – PLEASE FILL IN ALL SECTIONS
Name:	
Email:	
Phone Number:	
Short Bio:	
Project Name:	
Role on Project – PLEASE CHECK ALL BOXES THAT APPLY	
<input type="checkbox"/> Writer	<input type="checkbox"/> Director
<input type="checkbox"/> Producer	

Agreement and Acknowledgment

By submitting this application, you confirm that:

- ☐ You are available and committed to participating in all sessions if selected.
- ☐ You understand that professional conduct, including meeting deadlines and participating actively, is required throughout the program.
- ☐ You acknowledge that the Reel Resources Program is a professional development opportunity, and feedback provided by mentors may be challenging as part of the learning process.

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