

*From the Atlanta Biz Chronicle:*



## **Atlanta production startup sells first show to Fox**

Finding success in television show development often takes years, but Atlanta-based startup Picture It Productions found success in pitching its very first show.

After a highly competitive bidding war, the production company last week sold its show "One Call" to Fox.

Picture It Production opened in June 2016 with a goal to generate content for television outside of New York and Los Angeles, where the vast majority of shows in the United States are conceived.

"It's very exciting for us and for Atlanta as a community," said Lance Krall, head of television at Picture It Productions. "It's the first step in proving that Atlanta is a destination for more than just cheap production. This has really changed the perception of our company, and it is beginning to change the perception of Atlanta."

"One Call" which is being co-produced by Lionsgate Television, is a scripted family legal dramedy inspired by the career of Atlanta-based personal injury attorney Ken Nugent. Nugent will be an executive consultant on the show, though the details of his role have yet to be decided.

Kathryn Price and Nichole Millard will write the show, which will center around the role of an attorney's courtroom exploits and his family, who all work for him.

"When we met Ken Nugent and his larger-than-life family in Atlanta, Georgia we knew we'd hit TV gold," said Price and Millard in a statement. "We love quirky legal shows and big, fun family dramedies, and the Nugents' personal injury firm gives us both in one outrageous package."

The show was pitched to ABC, NBC, CBS and Fox. One network offered to buy the concept before the pitch meeting ended. Several of the networks competed over it, with Fox ultimately coming out on top.

"I think it was really telling for the rest of our projects out of the South," Krall said. "Its an advantage to take these ideas to Hollywood, where they're really thirsty for something different and unique."

The next step is to create a pilot script and, if that is approved by Fox, to film a pilot. Then the network will need to decide whether it will order a short season for the show. Fox ordered a "script plus penalty," which means it will have to pay a fine to Lionsgate if it doesn't wind up ordering a pilot.

"That's really Fox's way of saying they have every intention of picking up the pilot," Krall said. "It's sort of an added layer of confidence."

Krall said it has not been decided whether the show will shoot in Atlanta, but it is a possibility.

"Right now it's based in Atlanta, and Atlanta is an easy place to shoot," Krall said.

Krall and head of production Peter Siaggas will executive produce "One Call That's All." Krall and Siaggas co-founded the production company along with Peter Stathopoulos, an entertainment consultant and attorney in Atlanta. Tara Ochs, was added earlier this year as vice president of development.

Krall and Siaggas have extensive experience in the world of television. Krall starred in Spike TV's "The Lance Krall Show" and has written for "Breaking In," "Last Man Standing" and "It's Always Sunny in Philadelphia." Siaggas, an Emmy winner, also worked on "The Lance Krall Show" and has credits on "Free Radio" and "Jimmy Kimmel Live!"

Picture It accepts ideas from aspiring writers on its website and then uses its founders' expertise to prepare pitches for major networks. It is currently workshopping more than 60 concepts, with four or five more ready to pitch, Krall said.

"It's our first year, and we've been really stressed out because we have investors to pay back," Siaggas said. "It looks like we're going to be able to pay them back and almost double their money for what we're looking to sell this year. We're really excited."

Although the movie and television business is booming in Atlanta due to the state's film credit, original content creation in the Big Peach is lacking. Picture It is hoping to change that.

"Development is the only missing piece of the puzzle in Atlanta, and we just broke that seal with our first scripted show," Krall said. "I think a couple more wins before the end of the year will really cement Atlanta as a viable place for development."