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### **The Next Reality Star: Pittsburgh**

Do people tell you that you should have your own reality show? Is your mom, dad, cousin, or next door neighbor such a character that they just NEED to be on TV? Do you know somebody in the Pittsburgh area that is doing something so interesting, strange, and wonderful or life changing that the world needs to know about it?

Well here's the chance for YOU or SOMEONE YOU KNOW to become a reality TV star. For more information, please go to [www.thenextrealitystar.com](http://www.thenextrealitystar.com).

One Louder Productions, the company behind MTV's Emmy Award winning hit show MADE, and the Pittsburgh Innovative Media Incubator, are teaming up for the second Pittsburgh-wide open casting competition to find "Pittsburgh's Next Reality Star."

"The best reality stars are people who are real, authentic, colorful, and act the same way whether a camera is on them or not," says Bob Kusbit, a Latrobe native and the Emmy winning founder of One Louder Productions. "Pittsburgh is full of reality stars...they're on THE VOICE, SURVIVOR, DANCE MOMS and the winner of the contest last year, Chet Welch, got his own show on GAC called FARM QUEENS. This year, we're hoping even more colorful Pittsburghers to walk through our door."

One Louder Production's Casting Director and Director of Development, Ellen Berkman Davis, moved back to Pittsburgh after serving as the casting department manager for CBS mega-reality hits including SURVIVOR and the Emmy Award winning THE AMAZING RACE. "Our last contest proved that Pittsburgh is full of wonderful, warm, and entertaining people. I am proud to be a Pittsburgher and am looking forward to meeting many more of my hometown neighbors."

Reality hopefuls can apply for the contest by going to [thenextrealitystar.com](http://thenextrealitystar.com). Contestants will also have a chance to meet face to face with the people making the decisions at an open casting call at WQED Studios on July 11th, where people can line up and get interviewed on tape. You also may apply online - go to [www.thenextrealitystar.com](http://www.thenextrealitystar.com).

"Everybody who is interested should apply," says Berkman Davis. "The more information you put on the application and the video, the better. We are looking for individuals, groups, people with interesting businesses and talents, and multi-generational, modern Pittsburgh families. Even though we are looking for what

makes you unique, we know that the underlying qualities of Pittsburghers are warmth, loyalty and pride. We can't wait to meet you!"

After the casting call, the team behind Pittsburgh's Next Reality Star will sift through all of the submissions and choose up to five finalists to get to know better at their homes or businesses. One or more winners will be announced as Pittsburgh's Next Reality Star.

The winner(s) will also star in a presentation tape produced by One Louder Productions and may fly to New York or Los Angeles to pitch their show to network executives.

"I've never laughed so hard or felt so moved than when we did the 'Next Reality Star Pittsburgh' at WQED," says Steeltown Entertainment Project's Carl Kurlander. Steeltown is part of the Pittsburgh Innovative Media Incubator. "We are very proud to be working with talent like Pittsburgh's own Bob Kusbit and Ellen Berkman Davis to find new stories that deserve to be told. We can't wait to see who will show up this year!"

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