



What is the Drug of the Show?

Making Television that Matters

MediaXchange invites you to join the inaugural edition of our 'Television that Matters' initiative, hosted by Victor Levin (Mad Men, Survivor's Remorse).

The purpose is to bring together experienced and passionate scripted professionals to discuss and interrogate what makes certain television shows unique, compulsive and irresistible, the better to create such shows ourselves.

It's our belief that every creative and commercial blockbuster attains that status by giving its audience a unique brand of pleasure -- the "drug of the show," if you will. We believe that in today's cluttered and crowded media world, such singularity is the only way to break through.

But how do you turn your viewers into addicts of a drug that only you can produce? It will be our task to explore that question by examining how other people have done it. And when our meetings are over, we will be better able to turn our lenses inward and ask, "What do *I*, uniquely, have to say? How can *I*, uniquely, say it?" Finding those answers is the most important part of the journey toward creative and commercial success.

Who is this for: Writers, Directors, Producers, Executives, Development Executives – above all, professionals who are passionate about creating significant scripted television

How will it work: Participants will be asked to submit scenes from shows they find inspiring, outstanding, significant, and original. Each week 4-5 will be selected and dissected by the group, until the drug of the show is isolated and understood.

How often is it, and when: Every two months. The first edition will be on December 10th @ 4pm GMT

What's the venue: Zoom Webinar

What's the fee: Initially this will be a free. Following an initial trial period, we will charge an annual subscription

How do I register: [CLICK HERE](#)

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About Victor Levin

Victor Levin has been a writer-producer on numerous notable series, including *Mad Men* and *Mad About You*. For the latter, he served as Showrunner in its final two seasons and penned several of the series' most memorable episodes. Recently, he was an executive producer, writer, and director for the critically acclaimed Starz-LeBron James comedy *Survivor's Remorse*. On the feature side, Vic wrote and directed *5 to 7* (2015, Anton Yelchin, Frank Langella, Glenn Close) and *Destination Wedding* (2018, Keanu Reeves, Winona Ryder). His extensive screenwriting work includes *Win a Date with Tad Hamilton* (2004).

A Golden Globe winner and a four-time Emmy nominee, Vic has also received nominations for the WGA, PGA, and NAACP awards. He's won a pair of Clios and the Cannes Lion de Bronze.

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