

[www.dicacademy.com](http://www.dicacademy.com)  
Thada Catalon



Diversity in Cinema Academy is a content creation platform that aims to produce content that educates, informs, and builds excitement around the filmmaking process. It is a forum to utilize, enjoy, learn, and discover. It is also a platform of inclusion and respect, with the main focus on the development of creativity and ideas.

**FILMMAKING · SCREENWRITING · CONTENT CREATION**

**2021 MEDIA KIT**



Diversity in Cinema Academy equips aspiring creators with the knowledge and tools needed for success.

FILMMAKING · SCREENWRITING · CONTENT CREATION

### *Instagram Analytics*

**50,000+**   **10,900+**   **200+**

Total Monthly Impressions

Total Followers

Average number of new monthly followers

### *Demographics*

<b>United States</b>	70.9%
<b>Women</b>	50.9%
<b>Men</b>	49.1%
<b>Age 25-34</b>	29.9%
<b>Age 35-44</b>	30.7%
<b>Age 45-54</b>	19.2%

### *Founder*

**THADA CATALON**

Producer & Coach

Catalon has been working professionally as a Producer and Screenwriter in the entertainment industry for over a decade. She's a graduate of Full Sail University with a Master of Fine Arts in Creative Writing. She's also a former adjunct professor of filmmaking and screenwriting for the Art Institute of Houston. Catalon began her film career as an actress. That path soon led her to produce three feature films. Her latest production, "Created Equal," has gone on to win over a dozen festival awards, including Best Feature Film. She now shares her knowledge and experience with aspiring filmmakers.

THE FUTURE  
OF DIVERSITY  
IN CINEMA  
ACADEMY

During the last quarter of 2021, the company will release a workbook to help indie filmmakers work their way through the development phase of production, which includes finding a story, choosing a title, creating a business plan, assembling a team, incorporating and financing a film, handling paperwork, and establishing an online presence. This workbook will be the framework for an online course that will be released in 2022.

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