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Script Planning: Positioning Your Script for Television and Film

Zaza

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Discusses the business of screenwriting for the writer new to film and television. Placing the writer in the position of producer, the text covers the creation of a "property," and its presentation and marketing. Provides a systematic approach to getting your script produced. Through previsualization, preplanning, and market evaluation, you will learn how to define a subject, fit it into the marketplace, and when and to whom to present a proposal.A practical roadmap and reference tool, Script Planning provides financial strategies, sources of support, a development process overview, film and television genre categories, major market classes, and Writer's Guild parameters. In addition, this book details the roles of technology, agents distributors, syndicators and exhibitors.