



WORD FARM 2010



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WRITE ON!

◆ JANUARY 29, 30, 31 ◆

Class Schedule

Friday, January 29

9:30	Coffee		
10:00-12:30	Session I	Tom Lazarus <i>Before Page One</i>	Allison Anders <i>Writing from Experience</i>
12:30-1:30	Lunch	(Chinese)	
1:30-4:00	Session II	Daniel Petrie <i>What to Think About Before You Start</i>	Cheri Steinkellner <i>Writing the Musical</i>

Saturday January 30

9:00	Coffee		
9:30-12:00	Session III	Michael Rhodes <i>The Producers POV</i>	Glenn Leopold <i>Writing for Animation</i>
12:00-1:00	Lunch	(Italian)	
1:00-3:15	Session IV	Jane Espenson <i>Everything I Know About TV Writing</i>	Cindy McCreery <i>The Practice of Rewriting</i>
3:15-3:30	Break		
3:30-6:00	Session V	Tom Silvestri <i>Coverage & Development</i>	Harrison Reiner <i>Development to Outline Part 1</i>

Sunday January 31

9:00	Snacks		
9:30-12:00	Session VI	Harrison Reiner <i>Development to Outline Part 2</i>	Perry Lang <i>Writing Webisodes</i>
12:00-1:00	Lunch	(Indian)	
1:00-3:00	Session VII	Toni Graphia <i>Hour-Long TV Drama</i>	Prudence Fraser & Robert Sternin <i>Writing for Comics & Graphic Novels</i>

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Allison Anders

Allison Anders is a Los Angeles-based independent filmmaker. In 1995 she was the recipient of a MacArthur “genius grant” and in 2002 she won a George Foster Peabody Award for distinguished achievement and meritorious service for her semi-autobiographical film *Things Behind the Sun*. From the release of her acclaimed first feature, *Border Radio* (1989; co-written and co-directed with Kurt Voss) through the recent critical and popular success of *Things Behind the Sun*, Anders has established a body of work that is innovative in its visual and sound style and marked by ensemble acting and strong women characters. Her films as writer-director also include *Gas Food Lodging* (1992), *Mi Vida Loca* (1993), *Grace of My Heart* (1996), and *Sugar Town* (1999; co-directed with Kurt Voss). Anders’ films have premiered at the Cannes International Film Festival and at the prestigious Sundance Film Festival, and retrospective of her work have been held in Thessaloniki, Greece; Sheffield, England; and at the Karlovy Vary Film Festival in the Czech Republic. At UCSB she teaches courses including rock ‘n’ roll films, autobiographic writing, and music supervision.

Jane Espenson

Jane Espenson has been a television writer for the last seventeen years. She has been on the writing staff of shows including *Ellen*, *Gilmore Girls*, *The O.C.*, and *Tru Calling*, and wrote a freelance episode of *Star Trek: Deep Space Nine*. She is especially proud of her work on Joss Whedon’s *Buffy the Vampire Slayer*, *Angel*, and *Firefly*, and Ron Moore’s *Battlestar Galactica* and *Caprica*.

Toni Graphia

A native of the South, Toni Graphia attended Louisiana State University for two years as an English major before heading west to the University of California at Santa Barbara, where she graduated with a BA in Communications. She also studied journalism at Santa Barbara City College, and upon graduation, worked as a newspaper reporter and advertising copywriter. Graphia then moved to Los Angeles to pursue a career in television. She worked as a researcher on the critically acclaimed Vietnam drama *China Beach*, where she received her first break as a writer. She has gone on to write over 50 episodes of quality television drama on shows such as *Chicago Hope*, *Life Goes On*, *Dr. Quinn Medicine Woman*, *Roswell*, *HBO’s Carnivale* and *Battlestar Galactica*, which was named by Time Magazine as one of TV’s Top 5 Dramas. She’s also written 16 pilots for various networks including NBC, CBS, FOX, USA and Lifetime. She’s had overall development deals with both Paramount and 20th Century Fox Television. She’s received both a Writer’s Guild nomination and the prestigious George Foster Peabody Award in 2006. Toni is also on the Executive Board and a founding member of the League of Hollywood Women Writers. Career highlights include writing and producing a CBS pilot starring Andie McDowell and directed by Mike Newell, and co-writing an NBC pilot with esteemed author Anne Rice. In addition to her work in television, Graphia has taught writing at USC, UCLA, UCSB and Emerson College. Graphia recently served for two seasons as Co-Executive Producer/Writer of the Fox series *Terminator: The Sarah Connor Chronicles*, based on the popular Terminator movies. She is currently a Co-Executive Producer/Writer on the new NBC medical drama, *Mercy*.

Perry Lang

Starting to work in film as an actor at 17, Perry Lang has acted in over thirty films and seventy hours of television. His film work includes Sam Fuller’s *The Big Red One*, Steven Spielberg’s *1941* and John Sayles’ *Sunshine State* as well as *Eight Men Out* where Perry played one of the indicted eight who threw the 1919 World Series. His Television work as an actor includes *MASH*, the title character in the Emmy winning television special *Hewitt’s Just Different*, *A Rumor Of War* and numerous guest appearances, including many projects that he has himself either written or directed. As a writer and director, Perry started professionally writing doing Tales From The Darkside in New York. Among a number of studio assignments, he wrote the first film he directed, *Little Vegas* then rewrote the second, the *Action Adventure; Men of War*. Since then Perry Lang has directed over sixty hours of television including *NYPD Blue*, *ER*, *Alias*, *Weeds* and this years, *Eli Stone*. Perry lives with his family in Santa Barbara, California.

Tom Lazarus

Tom Lazarus teaches The Master Class in Screenwriting at UCLA Extension, is the author of two books on screenwriting, has written eight features, nine movies of the week and has worked as a Producer/Writer on seven series. He has also directed four features and fifty hours of television.

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Glenn Leopold

A three time Emmy nominee, Glenn has written hundreds of animated episodes for such shows as Disney’s *Doug* (Emmy nomination), *The Smurfs* (Emmy nomination), *Adventures From The Book Of Virtues*, *Scooby-Doo*, *The Real Adventures Of Johnny Quest*, *Pink Panther And Sons*, *Fantastic Four* and many more. His NBC prime time specials include *Tis The Season To Be Smurfy*, *The Twelve Days Of Christmas*, and the Emmy nominated *The Town Santa Forgot* starring Dick Van Dyke. Among his feature-length animation credits are the best-selling direct-to-video *Scooby-Doo On Zombie Island (3 million copies and counting! Zoinks!)*, *Scooby-Doo And The Witch’s Ghost*, *Scooby-Doo And The Ghoul School*, and *A Flintstones’ Christmas Carol*. He has also written live-action sitcoms, features (*The Prowler*, *Too Scared To Scream*) and is an accomplished singer-songwriter. His songs have appeared in Disney’s *Doug*, *Tis The Season To Be Smurfy*, and there are nine (count ‘em) on the Rhino Records CD’s. He even had a hit record (“Back When My Hair Was Short” with his group Gunhill Road) that actually got him on American Bandstand. Cool, huh?

Cindy McCreery

Cindy McCreery is a graduate of the Walt Disney/ABC Feature Writing Fellowship program for the 2003-2004 year. Her script “The Powder Puffs” got her into the program and was brought to the studio by Producers Alfred Gough, Miles Milar and Robert Levy of Tapestry Films where Cindy pitched a new take on the script which resulted in Disney purchasing the pitch. Cindy is a graduate of Film Studies from The University of California, Santa Barbara where she won the Corwin Award in screenwriting scholarship. After college she worked at The Montecito Picture Company as an executive assistant to Tom Pollock and prior to the fellowship she worked as a High School substitute teacher and girls High School volleyball coach while perusing her writing career. After the sale of *Powder Puffs* Cindy immediately wrote and sold her next feature spec script, *Soccer Mom* to New Line Cinema with Underground Films and Karz Entertainment as producers. In the fall of 2005 Tollin Robbins and Josephson Entertainment approached Cindy with the true story of Maria Pepe, the first girl to play in the Little League. Cindy came up with a pitch with the producers and sold the pitch to Nickelodeon Films. In 2006 National Geographic Films hired Cindy to rewrite *Elephant Wild* and later in 2007 in partnership with Warner Brothers, they hired her again to develop and write *Free Willy: Escape From Pirates Cove* which will be released in March of 2010. Also in 2007 Cindy sold a pitch of a revamped *Baby Boom* for MGM. In late 2008 Disney Channel hired her to adapt the book, *Rising Star* into a Disney Channel Original movie. Cindy is currently writing a spec script for Radar Pictures and is developing a new spec with Unique Features. She is also currently developing a TV idea with Sherman Alexie, which was her idea that she brought to him. She’s been teaching screenwriting at UCSB for the last four summers.

Daniel Petrie

Daniel Petrie, Jr.’s first script sale was the provocative *The Big Easy*, starring Dennis Quaid and Ellen Barkin; his first produced screenplay was the box office hit *Beverly Hills Cop*, starring Eddie Murphy. *Beverly Hills Cop* brought Petrie an Oscar® nomination for Best Original Screenplay. Petrie, who has dual Canadian and U.S. citizenship, branched out into producing with the thriller *Shoot to Kill*, starring Sidney Poitier and Tom Berenger, which he also co-wrote Next, he co-wrote and executive produced *Turner & Hooch*, which starred Tom Hanks. Both films were financed and released by Walt Disney Studio’s Touchstone Pictures division and were directed by Roger Spottiswoode Petrie’s first outing as a director was the Tri-Star film *Toy Soldiers*, starring Sean Astin, Wil Wheaton, and Louis Gossett, Jr., which he also co-wrote. Back at Disney, Petrie co-wrote and directed *In the Army Now*, starring Pauly Shore, Andy Dick and David Alan Greer. Petrie then directed the ABC pilot *Toe Tags*, starring Barry Pepper, and directed the HBO film *Dead Silence*, starring James Garner and Marlee Matlin, which became the fifth highest rated HBO Original up to that point in the network’s history. Petrie then served as executive producer of *The 6th Day*, starring Arnold Schwarzenegger, Robert Duvall and Tony Goldwyn, which reunited Petrie with director Roger Spottiswoode. Petrie’s next project as director was the TNT thriller *Framed*, starring Rob Lowe and Sam Neill; Petrie also wrote the screenplay, based on a British mini-series by Lynda La Plante. In 2008, Petrie and co-writers Ann Peacock and Camille Thomasson received Christopher Awards for their adaptation of the Newbery Honor book *Pictures of Hollis Woods* for the Hallmark Hall of Fame. The production, starring Sissy Spacek and Alfre Woodard, was also acknowledged by the Academy of Television Arts and Sciences as a recipient of the inaugural Television Academy Honors, honoring “television with a conscience.” Currently, Petrie and his partner Rick Dugdale are developing several film and television projects for their new venture, Enderby Entertainment. Named for Dugdale’s hometown in British Columbia, Dugdale and Petrie created Enderby Entertainment to be an independent film company with an old-fashioned emphasis on good storytelling, on the creative side, and total transparency, on the financial side. In addition, Petrie is working with Kings Road Productions, which made the original *The Big Easy*, on a remake of the film. Petrie

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is writing the new screenplay, which, while staying true to the spirit of the original, will take into account the vastly different post- Katrina landscape of New Orleans. Petrie is also slated to serve as Executive Producer. Petrie inherits a tradition of volunteer service to the motion picture and television industry from his father, the late director and long time Directors Guild board member Daniel Petrie, Sr., and mother, producer and long time Producers Guild board member Dorothea Petrie. Daniel Petrie, Jr. has a long history of service to the Writers Guild of America west, serving two terms each as President (1997-99 and 2004-2005) and as Vice President (1995-97 and 1999-2001). Petrie also follows in his father’s footsteps by serving on the Board of Trustees of the American Film Institute. In addition, Petrie, who is a former member of the Board of Governors of the Academy of Motion Picture Arts and Sciences, serves on the Academy’s Writers Branch Executive Committee as well as the Academy Foundation’s Nicholl Fellowships in Screenwriting Committee.

Harrison Reiner

Producer and Co-Writer of *Amar A Morir*, scheduled for a world premiere at the 2009 Santa Barbara International Film Festival, and newly selected to premiere at the Guadalajara Film Festival in Mexico and the Cartagena Film Festival in Colombia, those two countries’ most important film festivals. The film stars 5 actors previously nominated for Mexico’s Academy Award, and features original recordings by American Idol Top 4, Jason Castro, and 11-time Grammy Award-winner Sebastian Krys. Born in New York City, Reiner holds a B.F.A. in Drama from New York University’s Tisch School of the Arts, where he studied Stanislavsky acting technique with renowned master acting teacher Stella Adler, the only American to have studied with Stanislavsky himself. He studied classical acting at the Royal Academy of Dramatic Art in London, and subsequently undertook interdisciplinary graduate study in film, business, and law at Columbia University in the city of New York, where he earned an M.F.A. While in graduate school, he simultaneously worked in screenplay development for the Emmy Award-winning, Oscar-nominated PBS series *American Playhouse*. Since relocating to Los Angeles from his native New York, Reiner has worked steadily in film and television, first as Story Editor at RKO Pictures during the filming of John Sayles’ *Eight Men Out*, then as Production Executive for Sovereign Pictures, co-distributors of *Reversal Of Fortune* (starring Glenn Close, Ron Silver, and Jeremy Irons), *Impromptu* (starring Hugh Grant, Judy Davis, Mandy Patinkin, and Bernadette Peters) and Academy Award-winning motion pictures *My Left Foot* (starring Daniel Day Lewis) and *Cinema Paradiso* (directed by Giuseppe Tornatore). He is an Editors Guild story analyst and has served as story analyst for CBS-Paramount Television, Universal Pictures, Sherry Lansing Productions in association with Paramount Pictures, Warner Brothers Feature Animation, the Samuel Goldwyn Company, and Turner Network Television. He is a longtime mentor to minority filmmakers, having mentored emerging Latino and African-American writers, directors, and producers at the National Association of Latino Independent Producers Latino Writers Lab and Producers Academy, the Hollywood Black Film Festival, and at the Los Angeles Latino International Film Festival. Reiner has lectured on screenwriting at the Producers Guild of America, the Directors Guild of America, the Organization of Black Screenwriters, and at the Scottish Film Academy at Napier University in Edinburgh. He’s taught story development at U.C.L.A. Extension, writing for short film in the M.F.A. Directing Program at U.C.L.A.’s School of Film and Television and writing for feature film in its Professional Screenwriting Program.

Michael Rhodes

Michael Rhodes served as Vice President Creative Affairs for Viacom and Walt Disney Studios. His works include *Alibi*, starring Tori Spelling, Captive starring Joanna Kerns and John Stamos, and *Cutter to Houston*, a one hour series starring a young Alec Baldwin. His writing credits include *Delucchio*, *Ellery Queen*, and *Eddie Capra*. When he is not writing or producing, he teaches film acting and technique to high school and college students at The Dawn Wells Acting Camp as well as guest lecturer to various universities on the subject of film making and how to prepare for a career in motion pictures and television.

Cheri Steinkellner

Cheri Steinkellner has earned four Emmys, three Golden Globes, two Writers Guild Awards, a People’s Choice, Parents’ Choice, and a BAFTA, for writing and producing television (*Cheers*, *Jeffersons*, *Family Ties*, etc), and animation and film (*Disney’s Teacher’s Pet*, etc). For stage, she has written the books for Princesses (with David Zippel, Matthew Wilder, and Bill Steinkellner – NAMT 2003, Goodspeed Norma Terris 2003, Seattle 5th Avenue Theater 2004); Sister Act (with Alan Menken, Glenn Slater, and Bill Steinkellner – Pasadena Playhouse 2006,

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Alliance Theater, Atlanta 2007, currently playing the London Palladium, opening on Broadway Spring 2011); *Mosaic* (with Georgia Stitt, opening off-Broadway in April); and *Hello! My Baby* (with the great composers of the Golden Age of Tin Pan Alley and Georgia Stitt). When not writing for stage and screens, Cheri teaches writing at the University of California; directs local youth productions including *Rent* (named Best Youth Theater production 2009 by Santa Barbara Independent), *A Chorus Line*, *Anything Goes*, *Fiddler On The Roof*, and *Our Town*; and created "The Ultimate Write-off" for the Santa Barbara Writers Conference). Cheri and her favorite husband Bill live in Santa Barbara with their three favorite children: Kit, Teddy, and Emma.

Robert Sternin & Prudence Fraser

Best known for their many successes as writer/producers in network television, Rob and Pru's work has been seen on CBS, NBC, ABC, FOX and the WB. They met in a directing class at Tufts University in 1977, and the rest, as they say, is history. After graduating with degrees in English/Drama, they packed up Pru's Pinto and headed to California where Rob received an M.F.A. in playwriting from U.C.L.A. and Pru briefly pursued an acting career. She starred in an L.A. production of his play *Do You Think This Line Will Get a Laugh*, which propelled them into a partnership and marriage that have both lasted 28 years. Sternin & Fraser have written for and produced hundreds of episodes of prime time television and developed or created close to a dozen series. Credits include *Alice*, *Three's Company*, *Who's the Boss?*, *The Charmings*, *Married People*, *Live-In*, *The Simple Life*, *Run of the House*, and *The Nanny*, which they co-created and executive produced with series star Fran Drescher. Currently, they are concentrating on the theater, the medium that they find most exciting. Residents of Santa Barbara, California for the past 15 years, Sternin and Fraser recently collaborated with Brill Building songwriter icon Jeff Barry on the stage musical *The Girl Who Would Be King*, which premiered at the Granada Theater in Santa Barbara and went on to be seen at the Stamford Center for the Arts and Riverside Theater in Vero Beach, Florida. Their current project, *Under My Skin*, is an outrageous comedy about sex, love and the health care business, scheduled to open on Broadway this fall.

Tom Silvestri

Tom Silvestri graduated from the NYU film school, studied at USC's Professional Writing Program, and studied acting at the Lee Strasberg Theatre Institute. He has worked as a musician, music journalist, book club editor, story analyst, story development executive, and screenwriter. He has several movie projects in development and is the founder of Silvestri Storyworks, a story development consulting firm, at www.silvestristoryworks.com.

Student Attendees

Lina Aldana

Tyler Anthony

Fred Buckley

Julie Bushin

Brittany Carriger

Koriayn Christensen

Hunter Daniels

Tracy Fisher

Kyle Fuller

Juan R. Garcia

Dylan Grozdanich

Dana Hill

Elyse Hollander

Mitchell Jankovic

Jane Kim

Aaron LaRue

Philippe Lazaro

Michael Lopez

Kira Martins

Connor McGinley

Deanna Melin

Omar Najam

Melissa Perez

Danielle Phan

Brittany Sandler

Jasmin Toutouchi

Brian Wray

Special Thanks

The Film and Media Studies Department

The UCSB Screenwriters' Co-op

The Office of Student Life

Associated Students

The Writer's Guild of America

All of our Guests

The Event Staff

Lauren Zabel

Cristina Venegas

Lisa Parks

Paul Portuges

Kathy Murray

Dana Welch

Flora Furlong

Keith Boynton

Dierdre O'Shea

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