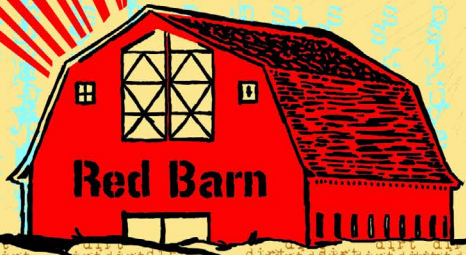




**JAN 21ST-23RD**



D. WELCH '11

## Class Schedule

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### Friday, January 21

9:30	Coffee & Snacks		
10:00-12:30	Session I	<b>Tom Lazarus</b> <i>Before Page One</i>	<b>Tara Miele/Cindy McCreery</b> <i>Breaking The Story</i>
12:30-1:30	Lunch	(Chinese)	
1:30-4:00	Session II	<b>Perry Lang</b> <i>Writing Webisodes</i>	<b>Cheri Steinkellner</b> <i>Write-On: An interactive Workshop</i>

### Saturday January 22

11:45	Lunch		
12:45-3:15	Session III	<b>Marc Zicree</b> <i>Building the Long-Term Career in Film, TV and Books</i>	<b>Michael Miner</b> <i>Identifying and Exploiting a Complication of your Screenplay</i>
3:15-3:30	Snacks		
3:30-6:00	Session IV	<b>Tom Silvestri</b> <i>“Motion Picture Story Development in Hollywood and Elsewhere, Then and Now.”</i>	<b>Harrison Reiner</b> <i>Story Development Workshop: From Pitch to Screenplay Part 1</i>

### Sunday January 23

9:00	Coffee & Snacks		
9:30-12:00	Session V	<b>Harrison Reiner</b> <i>Story Development Workshop: From Pitch to Screenplay Part 2</i>	<b>Glenn Leopold</b> <i>Writing for Animation</i>

## Word Farm Bios

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### 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 *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.

### 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 persuing 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 was 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 also teaches screenwriting at UCSB.

## Word Farm Bios

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### Tara Miele

Tara Miele’s first short film, Miss Gentilbelle, based on the Charles Beaumont story of the same name, earned several grants and awards including the Corwin-Metropolitan Theatres Award. The film premiered at the Slamdance Film Festival and has since screened around the world. Tara’s second short film, Smackers, has also screened at dozens of festivals, including South by Southwest and was recognized as one of the “Best of Fest” at the Newport Beach Film Festival. Clocking in at a mere minute and a half, the short parables the downfall of Junior High royalty. While writing and directing theatre in Los Angeles, Tara, along with writing partner Kristine M. Skeie, sold her first script, Cougars, to Gold Circle Films. She also completed her passion project, a coming of age dramedy entitled Tits, which Silverwood Films snatched up the rights to, with Tara attached to direct. In 2007, New Line Cinema preemptively purchased Miele and Skeie’s romantic comedy pitch, Cover Your Assets. The project has found a new home at Lionsgate. Most recently, Tara directed her first feature film, The Lake Effect, starring Ross Partridge and Kay Panabaker (ABC’s No Ordinary Family). The film was awarded The Spirit of Moondance at the Moondance Film Festival. In 2011, Tara was recognized as one of the Top Ten American Indie Director’s to watch by London’s prestigious Raindance Film Festival and currently writes and resides in Los Angeles.

### Harrison Reiner

Harrison Reiner is an Editors Guild story analyst for CBS Television’s Cable Series and Alternative Programming Division. He produced and co-wrote AMAR A MORIR, a foreign language feature film nominated for 7 Mexican Golden Globe Awards in 2010 and awarded the Santa Barbara International Film Festival Best Spanish Language Film Award in 2009. He taught screenwriting for the Professional Programs at UCLA’s School of Film and Television and at the University of California Santa Barbara. Mr. Reiner was Production Executive on the Academy Award-winning film, CINEMA PARADISO, and was Story Editor at RKO Pictures for the filming of EIGHT MEN OUT, directed by iconic indie filmmaker John Sayles. He has lectured on screenwriting for the Directors Guild of America, for the Producers Guild of America, and at the Scottish Film Academy in Scotland. He began his film and television career working in screenplay development for the Emmy Award-winning, Academy Award-nominated PBS series, AMERICAN PLAYHOUSE. He mentors emerging minority screenwriters for the National Association of Latino Independent Producers and the Hollywood Black Film Festival and is currently developing an epic television series set in New Orleans with producing partner Lynn Whitfield, recipient of the Best Actress Emmy Award for her work on THE JOSEPHINE BAKER STORY. Mr. Reiner holds an interdisciplinary master’s in film, business, and law from Columbia University in the City of New York.

### 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, 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.

### Tom Silvestri

Screenwriter, story analyst, production executive, and founder of Silvestri Storyworks, a story development consulting firm that works with writers, directors, and producers on screenplays for movies, TV, and new media. Silvestri has worked for over 40 major studios and production companies in Los Angeles. He’ll give an interactive talk on “Motion Picture Story Development in Hollywood and Elsewhere, Then and Now” with an emphasis on using knowledge of scripts and screenwriting as a way of launching a career in the movie and TV industry.

www.silvestristoryworks.com

## Word Farm Bios

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### Marc Scott Zicree

Marc Scott Zicree’s landmark book THE TWILIGHT ZONE COMPANION has been credited with creating the modern genre of books on TV series and inspiring a generation of series creators and filmmakers who read the work as teenagers and went on to become writers. The COMPANION was an instant bestseller (over a half million copies to date) and named in 2006 by the NY Times one of “ten science fiction books for the ages.”. Zicree has a degree in painting, sculpture and graphic arts from UCLA, and was a highly regarded painter and photographer, exhibiting in notable galleries as well as having his work represented in numerous national magazines, including OMNI. He is an alumnus of the Clarion Writers Workshop, the most esteemed science fiction writing workshop in the country. Following college, Zicree went on to a successful career as a writer-producer in film and TV, selling over 100 teleplays, screenplays and pilots to every major studio and network, including landmark stories for such shows as STAR TREK- NEXT GENERATION, DEEP SPACE NINE, FRIDAY THE 13TH-THE SERIES, THE NEW TWILIGHT ZONE, BABYLON 5, BEAUTY AND THE BEAST, FOREVER KNIGHT, SLIDERS and (yes) HE-MAN and THE SMURFS. In addition, Zicree is a lauded novelist with the bestselling MAGIC TIME trilogy appearing from 2001-2005, published by HarperCollins and Blackstone Audio. Zicree has lectured at many colleges, professional conferences and museums in America, Europe and Asia, including USC, UCLA, Stanford and Ithaca, where he was a keynote speaker. Over the last decade with his wife Elaine, he has taught classes for thousands of writers, directors, actors and producers, guiding them to successful careers in film, TV and books. Zicree is founder and for the last fifteen years has run The Table, which has provided resources and a supportive community to thousands of Industry professionals both in Hollywood and around the world. One of Zicree’s recent credits is STAR TREK “World Enough and Time” starring George Takei, which he co-wrote, directed and executive produced. The episode won the TV GUIDE Award - beating NBC Universal - and was nominated for science fiction’s top two prizes, the 2008 Hugo and Nebula Awards. This marked the first time any independently-produced project was nominated for either award, and all the other nominees were major studio films and network TV series.

## Student Attendees

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**Lina Aldana**

**Ibrahim Aldridge**

**William Barton**

**Derek Boeckelman**

**Raquel Brooks**

**Elizabeth Chang**

**Sarah Cho**

**Travis Coles**

**Wyatt Daily**

**Jedidiah Demke**

**Tracy Fisher**

**Tyler Gardner**

**Dana Hill**

**Gregory Israel**

**Emma Kanter**

**Aaron LaRue**

**Zachary Lemke**

**Michael Lopez**

**Cameron Lund**

**Kira Martins**

**James Oliveira**

**Joe Raffanti**

**Jon Reed**

**Sarah Stumbo**

**Monica Trausch**

**Kyle Thompson**

# Special Thanks

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The Film and Media Studies Department

The UCSB Screenwriters' Co-op

The Writer's Guild of America

All of our Guests

The Event Staff

Lisa Parks

Paul Portuges

Kathy Murray

Dana Welch

Flora Furlong

Keith Boynton

Dierdre O'Shea

Julie Cunningham

Mandarin Palace

