

The UCLA Seminar 2005

After years marked by reality TV shows, we have observed a real renewal of fiction on US TV screens. Fiction as varied as “Angels in America” with its prestigious cast or “Desperate Housewives”.

Within this context, this seminar aims to provide its audience with some tools to understand the wave of “new fiction” which will likely show up in the French TV market.

We chose to focus on the development process, real “key moment” in the life of television fiction. It is the moment which will determine the artistic development, the financing and the marketing of the project.

This “key moment” involves the creativity of a writer, the skill of a producer and the desires and needs of a broadcaster.

It is the confrontation of those three that will give birth to the TV show.

This alchemy is what we want to decipher.

As a start, we have decided to open the session with the American and English professionals, whose skill is worldwide known.

Monday February the 21st

9:30 am -10:00am

Pierre Sirinelli – Judith Andres – Ana Vinuela : Welcome of the speakers and presentation of the seminar.

10:00am – 12:45am

Paul Nagle (to be confirmed): Overview of US TV market and practices

Paul Nagle will present to our audience a kind of overview of the US TV market and Business practices.

This will include presentation of:

- People involved in this market
- The annual production Calendar
- « Formats » and « Genres »
- The process of developing a project
- The distribution channels (networks, syndication...)
- The different way to finance a project
- ...

12:45pm -2:00pm: Lunch Break

2:00pm -5:15pm

Tom Nunan: Studios and Networks as far as development is concerned.

Tom Nunan will share his experience as former head of UPN, the fifth largest network in the United States, and former head of NBC studios prime time production, among other things, to clarify for us the role of the Studios and the Networks in the process of developing a TV fiction.

He will explain, in particular, the importance of the Studios, who do have a very privileged relationship with the networks.

Tuesday February the 22nd

9:30am -12:45am

Sheila Hanahan-Taylor: To Create, To Write and To Produce a TV Show for the US TV.

Strong in her varied experience both in movies and in television production, Sheila Hanahan-Taylor will explain what she considers is her role as a producer in the development process of a TV Show. She will concentrate on the creation aspects of her job and on her relationship with the writers.

12:45 pm-2:00 pm: Lunch Break

2:00 pm -5:15 pm

René Balcer: To Create and Develop a successful US TV series.

Rene Balcer was involved as a writer in the creation of the television series, "Law and Order". Since then, the series has been a worldwide success and has given birth to numerous spin offs. Mister Balcer will now return to the topic of the creation of the "Law and Order" show and the spins off that have followed. He will tell us about his function as a writer for this show and as a show runner for one of the spin offs: "Law and Order: Criminal Intent".

He will also detail different functions such as "*executive producer*", "*associate producer*", "*consulting producer*", "*show runner*", etc ... and will tell us why successful authors in the United States so often become "executive producers".

8:00 pm – 9:00 pm

René Balcer: Law and Order – Thoughts on an American TV series

Evening led by Martin Winckler and René Balcer with the participation of Sheila Hanahan-Taylor, Tom Nunan and Paul Nagle.

Introduction by Mister Laurent Storch – Director of Acquisitions TF1.

This discussion will be centred around the enormous success of the "**Law and Order**" series. Our different participants will come back to the reasons for this success and its endurance. They will also take a broad look of the American television series. (financing, artistic side, economic context, share audience,)

Wednesday February the 23th

9:30 am -12:45pm

Micheal Jacob : Fiction stakes in UK

Michael Jacob will give us an overview of the UK market and practices in the UK TV Business. He will share with us his experience as a BBC Editor in Comedy Development and what he considers to be his role in the development process.

12:45 pm - 2:00 pm: Lunch Break

2:00 pm -3:30 pm

[Intervenant]: A French success – Creating, writing and producing a "shortcom" Kaamelott

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3:45 pm - 5:15 pm

Mathieu Béjot - TVFI: The International Fiction Market

As a transition from foreign market to French market, Mathieu Béjot will present the international fiction market: popular formats and genres, and the strengths and weaknesses of each national market.

Thursday February the 24th

9:30 am -11:00 am

Fabrice de la Patellière : TV Shows on Pay TV

Over the past two years Fabrice de la Patellière has been responsible for an ambitious TV fiction line-up on Canal +, the essence of which is captured in the already well-received show "93 rue Lauriston". He will be presenting his vision of the place that TV fictional shows should occupy on a French pay TV. What topics to choose for projects? How does he work with producers? How does one achieve a balance between different formats and genres? Which format? Daytime or Primetime? How to proceed: acquisitions or homemade productions?

11:15 am -12:45 pm

Fabrice de la Patellière et *[intervenant]* : « Nuit noire », an example of a project development.

Fabrice de la Patellière accompanied by from Cipango Productions will tell us about their new project « Nuit Noire », a fictional show based on the police crackdown of October 7, 1961 in Paris. They will explain to us why they chose this subject and how they deal with such a politically delicate subject.

12:45 pm -2:00 pm: Lunch Break

2:00 pm -3:30 pm

Perrine Fontaine (to be confirmed): Fictional Shows on National Public TV

Perrine Fontaine has extensive experience working with the French channel France 3 and more recently with France 2. She will present her vision of the role fictional shows play on a large public channel such as France 2. How does one keep recurrent characters in style? What leads to the start of a new project? How much time does it take to develop a project? Have there been any projects in the works that never seem to see the light of day?

She will explain the outline of her fictional program for the public network, France 2.

3:45 pm – 5 :15 pm

Perrine Fontaine and Michèle Podroznik (Producer - TelFrance): « Plus belle la vie », The premiere of a « French Soap »

Case Study on « Plus Belle la Vie ».

It was one of the biggest leaps of faith of the 2004-2005 audiovisual season. The soap is a genre that is common among our international neighbours; however the genre never took in France. Despite this, France 3's fiction division, lead at that time by Perrine Fontaine, began developing "Plus Belle la Vie", which takes place in the Mistral neighbourhood underneath the Marseille sun.

Michèle Podroznik, head of show's producer TelFrance, and Perrine Fontaine will explain the genesis of this project, how it was developed and how it was reworked this autumn in order to fulfil the audience's expectations.

Friday, February 25th – Writers – Creation in audiovisual writing

9:30 am -10:30 am

Alain Krieff : How to write Recursion Characters

Alain Krieff, creator and writer of the 52' série for France 2 "**Avocats et Associés**"

10:30 am -11:30 am

Céline et Martin Guyot : Writing for "Industrial Fiction"

Céline and Martin Guyot will tell us about writing for a French "industrial" type of fiction "**Sous Soleil**" an eight year old mini-series broadcasted by the commercial TV channel TF1. 40 episodes a year and a worldwide distribution.

11:45 am -12:45 pm

Virginie Boda : Writing for TF1 (commercial TV) and for Arte (public cultural network)

12 :45 pm – 2 :00 pm : Lunch Break

2:00 pm - 3:30 pm

[Intervenant]: Creating and writer a fiction in the UK

3:45 pm - 5 :15 pm

Simone Harrari – President of « l'Union syndicale pour la production audiovisuelle » : How to encourage the audiovisual creation in France?

Well known Producer via her company "TéléImages" and President of one of the most powerful producers union, Simone Halberstadt Harrari will take us through an inventory of the importance project development has played in France within the production process of a TV show. She will also address what role played (or that she thinks should be played) by the government as far as financing and creativity are concerned.

Sheila Hanahan-Taylor

Producer, Pratical Pictures

Sheila Hanahan Taylor currently serves as a principal member of Practical Pictures, a newly formed production company lead by herself and long time Zide/Perry Entertainment associate, Producer Craig Perry.

Practical Pictures sprang from Sheila and Craig's successful collaboration at the now defunct Zide/Perry where their innovative creative and business strategies resulted in two successful film franchises (AMERICAN PIE and FINAL DESTINATION) as well as finding homes for over 20 other studio films and television shows now in development. Since launching Practical Pictures, Sheila and Craig have set up family comedy FRATERNITY WARD (New Line) and horror movie NIGHTFALL (Matinee Studios). Additionally, Practical Pictures picks up where Zide/Perry left off: Sheila and Craig still oversee the Zide/Perry library of over 200 projects and will continue shepherding existing projects such as FINAL DESTINATION 3 into production under the original Zide/Perry banner. Expanding from Zide/Perry to Practical Pictures does more than establish a new production company for these prolific producers. By operating under Practical Pictures, Sheila and Craig now have the opportunity to apply their business strategy in television and global entertainment as well.

While at Zide/Perry, Sheila served as the Vice President of Production and Development. She Associate Produced FINAL DESTINATION 2, Co-Produced REPLI-KATE and became attached to produce a dozen more active projects including LOVE THY NEIGHBOR (Warner Brothers), and WESTWARD (New Line).

In addition to her producing responsibilities, Sheila was also involved in development on projects such as an hour long drama pilot for ABC television, FINAL DESTINATION 1 and 2 (New Line), CATS AND DOGS (Warner Brothers), AMERICAN PIE 2 and 3 (Universal) and many films in pre-production including CRASH & BURN. Sheila is most proud of the notion that in their six years of producing films, Zide/Perry's box office totals reached \$1, 000, 000, 000 (yes, that's one billion dollars) worldwide – all without the help of any major stars in the leading roles!

Sheila grew up acting in commercials and spent her free time performing in numerous plays around the Midwest. While in college, Sheila landed a writing assistant job with Lowell Ganz (PARENTHOOD, SPLASH) and writer/director Garry Marshall (PRETTY WOMAN, PRINCESS DIARIES) on a play at Chicago's Steppenwolf Theatre. Following her graduation, she joined the production for its second run – this time in Los Angeles.

After her stint with Marshall, Sheila explored a multitude of Hollywood jobs in both the indie and studio world including: script reader, unit production manager, producer's assistant and development exec. It was while working for the Executive Producer of MY BEST FRIEND'S WEDDING that Sheila decided to capitalize on her wide range of industry experience by moving into Producing. She hunted down her job at Zide/Perry and the rest is history.

Sheila is currently prepping for a spring shoot on FINAL DESTINATION 3 and serves as an associate professor and thesis advisor for UCLA's MFA Producer's Program students.

Tom Nunan

Co-founder, Partner, Bull's eye entertainment

Tom Nunan is co-founder and partner in BULL'S EYE ENTERTAINMENT, an independent television and film production company. Founded in November, 2002, Bull's Eye is a partnership between Nunan, former APG partner, Cathy Schulman and former CEO of Artisan Entertainment, Mark Curcio. The company has already produced a comedy pilot for CBS, has multiple network and cable projects in development and has produced three motion pictures (EMPLOYEE OF THE MONTH; THUMBSUCKER and CRASH) with several more in pre-production. BULL'S EYE ENTERTAINMENT has also successfully secured a first-look feature film production deal with Paramount Pictures and an overall deal for television with SONY PICTURES TV.

Prior to forming BULL'S EYE ENTERTAINMENT, Nunan was president of UPN, the fifth largest network in the United States. While President of UPN, Nunan was also nominated to the board of the Hollywood Radio & TV Society, the largest and longest running philanthropic organization in the entertainment industry. Shortly after joining the board, Nunan was made Vice President, then President. He was responsible for several high level entertainment and political guest speakers, including but not limited to: TED TURNER, MEL KARMAZIN, GEORGE STEPHANOPOLOUS, LARRY KING, COLLIN POWELL and HILLARY CLINTON.

Nunan held several prominent positions at the other networks as well, running all of NBC Studios prime time production, heading FOX network's prime time and late night efforts after having run their comedy division, and being the lead executive in charge of movies for TV at ABC network. During his tenure as a network executive, Nunan has been responsible for the development of the following programs: MARTIN; LIVING SINGLE; KING OF THE HILL; MAD TV; THE KING OF QUEENS; PROFILER; THE PRETENDER; WILL & GRACE; MALCOLM IN THE MIDDLE; THE BACHELOR and THE DEAD ZONE.

Nunan began his career as an executive at various independent television movie companies (Guber/Peters, Fries Entertainment, Weintraub Entertainment Group) before moving into the network executive suites.

A graduate of UCLA's motion picture and television school, Nunan currently resides in Venice Beach, California and continues a relationship with UCLA by teaching a television development and production course in the UCLA Masters Producing Program in association with UCLA's MBA program.