

CONVERGENT MEDIA: PRODUCTION WITH CATHERINE CLINCH



This workshop expanded on new concepts regarding the digital universe and showed our writers how to explore the digital world in ways they had never considered. Many of the writers partnered up and used the green screen and/or networked with one another and helped each other on various independent projects.

Topics Covered:

- Sustainable Programming
- Camera & Lighting 101/Sound/Green Screen Techniques
- Editing 101/Green Screen in Post/Music 101
- Marketing & Community Building/Utilizing Search and Analytics/Social Media Walk-throughs
- You Have 4 Episodes, What Next?

Catherine Clinch is a longtime WGA member and seasoned TV veteran. She has served for nearly two decades as an Adjunct Assistant Professor, teaching advanced video production, screenwriting, media and communications theory at Cal State. She was Associate Publisher of *Creative Screenwriting Magazine* and was a key organizer of the first five years of *Screenwriting Expo*. She currently writes the *MEDIA GRAZING* column for *Film News Briefs*, exploring media from mobile and apps to games and second screen, as also blogs for *The Huffington Post*. Catherine acts as a content advisor for companies such as Microsoft.