

HOW TO WRITE FOR NETWORK TV TODAY WITH MARLA WHITE



*“If you always do what you've always done,
you will always get what you've always got.”*

Marla White provided our writers with crucial strategies to navigate the tricky waters of writing for the today's network television, such as:

- What each network's brand is & which one is best fit for your brand
- How to understand prevailing trends but not chase them
- How to develop a game plan that gets the attention of the people who can hire you
- How to update your approach to meetings & pitches
- How to make your voice relevant
- How to embrace – and even like! – the changing marketplace

Our writers left this workshop with:

- A thorough understanding of the market & the tools needed to keep up with the change
- A list of useful resources for trends & scripts
- An actionable blueprint of how to sell themselves to a new audience

Marla White is an independent producer and former television development executive with experience producing prime time series and award nominated television movies in multiple genres.

The head of television for Emmy Award winning writer & producer Peter Tolan's Fedora Entertainment for the past seven years, Marla was involved in numerous comedy and drama pitches being sold to networks and cable outlets. She's worked hands-on with writers through the pilot process and has been involved with the WGN hit show “Outsiders”, the Fox drama “Rake” and “Gaffigan” for TV Land. Prior to that, she sold the television movie “Kings of South Beach” to A & E for legendary television producers Sonny Grosso & Larry Jacobson, and was involved in the development and production of several television movies for ABC, CBS, USA and HBO.