

AN INTRODUCTION TO CONVERGENT MEDIA WITH CATHERINE CLINCH



This workshop introduced our writers to the digital universe. Topics included:

- How to get jobs by knowing what the jobs actually require
- What the new workplace models are
- What technical skills are required to create content
- What the reality of new business models and creative formats are
- How to create an online identity
- What are production styles that work – and those that don't work
- How to create through crowdsourcing

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, and also blogs for *The Huffington Post*. In addition, Catherine acts as a content advisor for companies such as Microsoft.