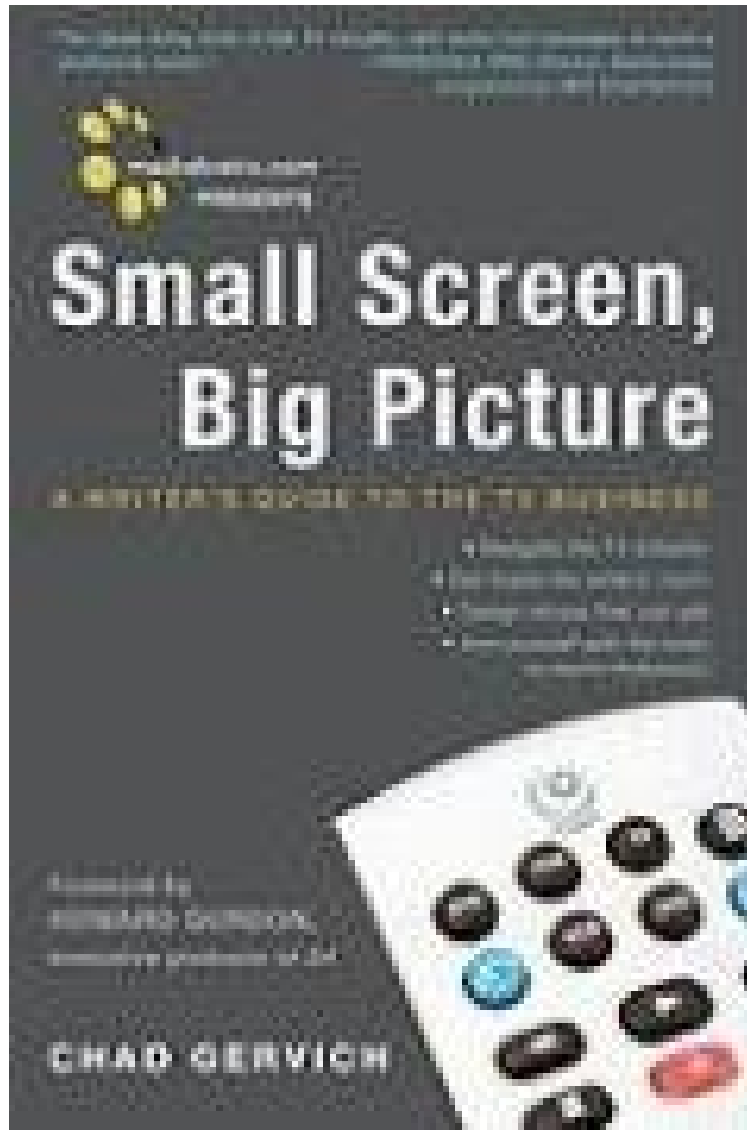


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Chad Gervich

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4 of 4 people found the following review helpful. A fascinating inside look at the TV industryBy HollyIf you want to

be a TV writer, order this book immediately and start reading it. If you want to be a writer, but you're not sure what kind, check out this book. If you don't care about writing, but you love TV, you'll love this book, too. For the TV fan, this book is full of fascinating information about life behind the scenes, including how the TV industry is structured, how pilots work, how series are staffed, and a whole lot more. It includes entertaining trivia about the history of television, as well as surprising facts about past and current shows. Ever wonder how TV ratings work? It's in there. Ever wonder how much it costs to produce a pilot or a single episode of a TV show? Check out this book. You won't be disappointed. It's written in an easy to read style, and is appealing to the general reader, who hasn't already spent years working in the entertainment business. For the aspiring writer, this book gives you a full view of what it's like to get into the TV industry and what life is like as a TV writer. If you're not sure whether you want to be a TV writer, a screenplay writer, or a novel writer, this can help give you an idea of whether television is for you, or whether you're better off focusing your writing efforts elsewhere. It can even give you ideas on how to develop other kinds of writing: character development, point of view, and the premise are present in many other types of writing as well. Personally, reading this book gave me a lot of ideas for non-TV writing. And, of course, if you're looking to break into the industry as a TV writer, this book is the bible you need to get started. Don't make another move until you've read this book. If you think you need to wait tables in LA for years until you get your writing break, you're dead wrong. There are a lot of things you can (and should) actively do to jump start your TV writing career, and this book lays it all out on the line. Step by step, it tells you exactly what you need to do to get started. The rest is up to you. This book first explains how to get started in the TV industry (it's not easy, but there are several paths to take and each one is explained here), and then takes an aspiring TV writer through the long process of getting a script onto the air, step by step, with all the details. The author tells exactly what to expect along the way, including pitching a pilot, developing a pilot, the process of pilot pickup, and the development of a series. He also explains the importance of the syndication process (with rare exceptions, a show doesn't generate profit until it's been sold into syndication) and how to write a series so that it's easy to syndicate (this is very important). There's also a full glossary of industry terms, as well as a huge appendix of additional reading, including sources for industry news, TV organizations and associations, writing programs and classes, and podcasts on the industry. I can't imagine there's a more informative book about the television industry out there. This book tells it all, in an engaging, easy to understand style. I highly recommend it, for either the aspiring writer or for any TV fan. Enjoy!

5 of 5 people found the following review helpful. If you want to work in TV buy this

By Don McGowan I work in the back office of an entertainment company. Lots of books will tell you they have the secrets for how to get a job, how to make a pitch, etc. Many of them are full of crap. If you have an idea you would like to put onscreen, or if you would like to get to work in TV, this book isn't a complete roadmap. But no book is a complete roadmap. What this book does is much more important: it tells you how the industry already works so you can figure out how to put your idea in language people in the industry can understand. If you pitch a police drama to Cartoon Network they will laugh you out of the room. If you make it animated, that probably won't help. But if you get to the Adult Swim programmers, you have a chance. If you can explain why your idea fits with the rest of their schedule in that daypart, you get closer. This book will tell you why that is the case, and how to make your case.

1 of 1 people found the following review helpful. An excellent read!

By Olaf Weyer This is really a highly, highly fascinating book, broad, in depth, relevant. I'm a writer, not some CEO but small screen big picture managed the impossible: I'm in love with the BUSINESS now and I don't mean the day-to-day business only, the writer comes into contact with, I mean ALL of it.

Take On Hollywood and Make It as a Television Writer. From mediabistro.com, the media industry's most well-respected source for jobs, professional development, and community, this inside-the-business guide gives you the knowledge and tools you need to infiltrate Hollywood and land a job as a TV writer. That's right! Small Screen, Big Picture gives you a competitive edge over millions of other aspiring writers who share your talent, creativity, and determination . . . because after reading these pages, you'll have the one thing they lack: an understanding of the business of television. This journey into Hollywood's inner workings not only details how networks, studios, and production companies work together, it teaches you how the process affects the creation and writing of TV series, how shows make money, and ultimately how you can use this information to break into the industry. You'll learn: What really goes on in the inner sanctum of the writers room and how to be a part of it. How today's TV business model works and how rapidly it's changing. Who has the power to buy a show idea and how to pitch your own. How new media formats are changing television and how to use them to your advantage. Which jobs will kick-start your TV writing career and how to get hired. And much more . . . Armed with this solid foundation of knowledge, you'll be ready to plan your entry into the industry and begin your successful TV writing career.

From Booklist *Starred* This could just be the most informative book ever written about the television industry. While such works as Bill Carter's *Late Shift* (1994) and *Desperate Networks* (2006) focus on the personalities behind TV's hits and failures, Gervich, who has worked in television production for about a decade, concentrates on the mechanics of the industry. He takes a budding scriptwriter through the lengthy, often emotionally draining process of

getting a script onto the air, pausing along the way to talk about such fundamental things as pilot season, the way a broadcast day is broken into key segments (called dayparts), how the TV ratings work, the different requirements of specific genres, how to schedule a new series, the syndication process (generally speaking, a show doesn't turn a profit until it's sold into syndication), even the mechanics of filming a television show. The book is also full of surprises—the fact that cable TV was accidentally invented 60-odd years ago by a Pennsylvania appliance salesman who just wanted to sell more television sets and is written for the general reader, someone who hasn't already spent years in the business. It would be difficult to imagine a more engaging, user-friendly, and educational book on the subject. --David Pitt

About the Author CHAD GERVICH has worked as a TV writer, producer, and executive. He's written, developed, and produced shows for the Littlefield Company, Fox Television Studios, Paramount Television, NBC, Warner Bros., ABC, Fox Reality Channel, E! Entertainment Television, and 20th Century Fox.