

RUNNING THE SHOW

with Jeff Melvojn



MediaXchange
THE TV DRAMA ACCELERATOR



ABOUT JEFF MELVOIN



JEFF MELVOIN IS AN EMMY-WINNING WRITER-PRODUCER, SHOWRUNNER AND EDUCATOR

Jeff has worked on over a dozen primetime series and was showrunner on eight of them.

In all, he's been involved in over 470 hours of produced television, most recently as an executive producer on season three of Killing Eve. Other executive producer credits include Designated Survivor, Army Wives, Alias and Picket Fences

He was supervising producer of the CBS series Northern Exposure, for which he won an Emmy and two Golden Globe Awards. Other writer-producer credits include the NBC series Hill Street Blues and Remington Steele

Melvoin is also founder and chair of the Writers Guild of America West's celebrated Showrunner Training Program, now in its eighteenth year. In Feb, 2015, Melvoin received the Morgan Cox Award, the WGA's highest recognition for Guild service

He has taught at USC School of Cinematic Arts, UCLA, Harvard, and the Sundance Institute. Jeff has also lent his experience to the European Showrunner Programme, leading sessions at the inaugural edition in 2022 and will be returning in 2023



ABOUT THE PROGRAMME

**A Jeff Melvoin Programme presented by John Yorke Story
in association with MediaXchange**

Location: Online

Duration: 9 weeks (8 sessions)

Skill level: Advanced



Gain key insight into the creative and management best practices that make the US showrunner model so successful – and learn practical ways to employ those processes in your own career

This advanced CPD training distils the knowledge of Jeff Melvoin, one of the US's most experienced showrunners and educators, and John Yorke, the UK's leading story expert

It's perfect for writers, producers and those in similar roles who aspire to take the next step into the lead creative role, and who are looking for a greater understanding of the produciorial process for scripted TV drama series

You'll work in a small group of dedicated creatives with your teaching team on-hand throughout. By the end of the programme, you'll have a clear understanding of the skills you need to develop to advance your career as a showrunner or writer-producer

Guest speakers:

In certain sessions leading industry professionals will contribute their perspectives to the theme





WHO IS THIS FOR

Running the Show is an advanced training course for head writers, producers, established writers, or those in similar creative roles who have experience working in TV production.

This programme is for you if you are...

- Looking to accelerate your career and step up into the lead creative role on a show
- Interested in the US showrunner model, and want to know how to apply it to your own work as a writer or producer, wherever in the world you are based
- Seeking a greater understanding of the produciorial process for scripted TV drama

WHAT WILL I LEARN

This professional training allows you to:

- Understand the multiple roles and functions of a successful showrunner within the constraints and specific opportunities of the studio system
- Become familiar with the development process and the vocabulary, business models, production set-up and team structure of this system
- Identify and suggest good story solutions, in outlines and scripts, and when giving and receiving notes
- Practise the range of creative, practical, management and critical thinking skills required to run a show
- Understand how to apply the theory to practical tasks within your own professional context
- Develop a plan to accelerate your career



SESSION PLAN

Session 1:

From Writer to Manager

Gain an overview of the role of showrunner, then explore the business models and the psychological, personal and cultural transition required to step up from writer to writer-producer

Session 2:

Managing Writers & the Writing Process (1)

Learn how to set up a productive writing room and writing process, with emphasis on how to apply the fundamentals of storytelling and analysis. We'll look in detail at the most effective way to hire writers

Session 3:

Managing Writers & the Writing Process (2)

Take an in-depth look at outlines and the script-drafting process, giving effective notes, and handling writer-related problems. We'll look at the art of discovery and you'll create a writers room schedule based on projected production and air dates

Session 4:

Managing Production and Budgets

Gain an overview of the key players in your production team and how to manage them, the documents of production such as shooting schedules, the nuts and bolts of budgeting, and how to bring in a show on time and to budget

Session 5:

Managing Executives and Crises

Develop effective strategies for building constructive relationships with executives and working with notes. Learn what constitutes a crisis and approaches to handling the unexpected

Session 6:

Managing Directors and Actors

Gain a working understanding of directors and actors, and how to communicate effectively to get the most from both. We'll look at establishing expectations and on-set protocol

Session 7:

Managing Postproduction

Understand the work flow in postproduction, the showrunner role at this stage, and how to take an episode from director's cut through final mix

Session 8:

Managing Yourself

In this final fortnight-long session, you'll apply all the learning to assess the skills you have and those you need to develop further as you compile a personal game plan to take your career forward. We'll look at work-life balance and self-care, and Jeff explains why there's never been a better time to write for television





HOW TO APPLY

You can:

- Choose your preferred start date (if applicable)
- Decide whether to pay up-front or in instalments

Bursaries

As this counts as CPD training, you may be able to get funding from your employer for this training, or if you are in the UK, a ScreenSkills bursary to progress your career

Ask us anything

If you have any questions about the programme, or want to make sure it is the best fit for you and your career, email : london@mediaxchange.com

How to apply

The Programme is designed to manage around your own schedule

Visit the course page for [Running the Show](#)

You will be re-directed to the John Yorke Story website where you will be able to Register

“Jeff Melvoin’s book is a gift to anyone who’s ever considered pursuing a career in television or wondered what a showrunner actually does!”

JOHN WELLS

**WRITER, PRODUCER, DIRECTOR
(ER, THE WEST WING, SHAMELESS)**



ABOUT MEDIA XCHANGE

As a leading international media consultancy, with a 30-year history, we facilitate and support the creative and business interests of clients entering and operating in the international tier of the entertainment industry

Based in London, Amsterdam and Los Angeles, MediaXchange's core purpose is to assist creatives, writers, producers, financiers and government agencies - professionals to develop effective knowledge, contacts and business in the international marketplace

- **SCRIPTED PROGRAMMES**

Examine the creative vision and production engine which power a show. Build your role in the creative process. Assess individual markets to identify the key players. Maximise the potential of your projects through access and introductions to partners and buyers.

- **PRODUCERS' LEAGUE**

A carefully crafted roster of services aimed to complement the skills and experience of Producers and Executives – above all, professionals who are passionate about creating significant scripted television that will travel through the global marketplace.

- **BUSINESS**

Our FINANCE strand furthers the achievements of the international television drama industry, by analysing and considering the economics underpinning this success. As well as current insights into the international markets, FINANCE also profiles specific television markets/regions to our clients, providing them with an overview of co-production opportunities.

- **CONSULTANCY**

Combining its wide network of contacts with 30 years' experience to provide a robust hybrid of services to assist companies access foreign markets to expand their interwoven business and creative interests.

- **ARTIFICIAL INTELLIGENCE**

MediaXchange has joined forces with US AI leaders Storyfit, to offer analytical AI review of scripts. This new addition is intended to take advantage of the benefit of speed and economy in the development process. We offer a free introductory conversation in order to understand the process and application of the programme.



ABOUT JOHN YORKE



JOHN YORKE IS A WRITER-PRODUCER AND AUTHOR OF "INTO THE WOODS"

John is a drama producer, author and teacher who has spent 30 years studying our insatiable appetite for stories. His long career in TV drama has given him the tools to identify the underlying shape common to all successful narratives – from drama to political speeches

He is the author of the UK's bestselling book on narrative structure – Into The Woods – How Stories Work and Why We Tell Them

As former Head of Channel Four Drama, Controller of BBC Drama Production and MD of Company Pictures, John has shaped stories that have attracted some of the biggest audiences for drama in UK TV history

He has overseen some of the UK's most enduring and popular programmes, from Shameless and Life On Mars to East Enders and Holby City, alongside award-winners like Bodies and the internationally acclaimed Wolf Hall. John has worked with a vast array of talent, from Paul Greengrass and Paul Abbott to Debbie Horsfield and Jimmy McGovern, making him uniquely placed to watch, learn and analyse the work of the finest writers in television



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A **Jeff Melvoin Programme**
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in association with **MediaXchange**

“A wonderful ride through the raging waters of creating television.
It’s a book full of sharp insights, great advice, and legitimate wisdom.”

JJ ABRAMS

WRITER, DIRECTOR, PRODUCER

(STAR WARS, STAR TREK, MISSION IMPOSSIBLE, ALIAS)

**JEFF
MELVOIN**
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**JOHN
YORKE
STORY**