



I Liked It, Didn't Love It: Screenplay Development from the Inside Out

By Rona Edwards, Monika Skerbelis

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This is the 2nd Edition. PLEASE NOTE that a 3rd Edition is scheduled to be published and available on Amazon by May 30, 2016 and for academic and bookstore distribution channels by June 30th. "I liked it, didn't love it." It's the most often heard line in Hollywood. And you'll hear it when studio honchos pass on your screenplays or projects. Join Edwards & Skerbelis as they pull the covers back for an up close look inside the Hollywood system. What happens to a screenplay when it's submitted to a studio? Who are the studio players? What's the difference between an agent and a manager? What exactly does a creative development exec do? How does the writer and producer work within the studio development process? Are you ready for Hollywood? Get the answers from industry Pros, Rona Edwards & Monika Skerbelis. Through personal experiences and examples they'll teach you what it takes to make it in Hollywood as a development executive, producer, writer or director. Chapters also include exercises that will help readers find new ideas and develop them into cinematic stories as well as offer tips in pitching your projects. Edwards worked as a production company development executive and has been a producer for fifteen years while Skerbelis has worked as a studio development executive. Between them, they've developed and sold countless screenplays. They teach feature film development classes at UCLA and Screenwriting Fundamentals at Chapman University's Dodge College of Film & Media Arts. Co-founders of ESE Film Workshops Online, they offer film classes worldwide. Both live in Los Angeles.

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Editorial Review

From the Publisher

The most commonly used rejection line spewed by studio executive honchos when they do not buy a script is, "I liked it, didn't love it." What happens to your screenplay or novel when it leaves your hands and is submitted to a studio or production company? What happens to it after it's optioned or sold? What does "in development" really mean? Rona Edwards and Monika Skerbelis will shed light on all those questions for both those who are new to the business, and those already journeying through the "storied" halls at a film studio, television network, or production company.

Edwards and Skerbelis will tackle how to find new ideas, what it takes to be a development executive or a story analyst, how to work with producers and writers, and tips for pitching. They present exercises created to assist the reader in developing their writing skills.

Monika Skerbelis and Rona Edwards have lived the life of a studio and development executive, having developed and sold screenplays for the past 15 years. They have taught feature film development classes at UCLA for the past six years.. Both authors live in Los Angeles.

About the Author

RONA EDWARDS graduated California Institute of the Arts. A VP of Creative Affairs for Emmy-winner John Larroquette (Night Court), Academy-Award winner Michael Phillips (Close Encounters Of The Third Kind) and Emmy-winner Fern Field (Monk), Edwards produced One Special Victory, The Companion, I Know What You Did, Out Of Sync (VH1's Movies that Rock), Blind Trust, Der Morder Meiner Mutter (Sat.1) and documentaries, Selling Sex in Heaven and Unforgettable. For Warner Bros, she developed the feature Matchmakers. Recently, Edwards produced two movies for Lifetime based on Ellen Byerrum's books, Killer Hair and Hostile Makeover. A contributing writer to The Los Feliz Ledger, Produced By (the official magazine of the Producers Guild of America), her column, Rona's Reel Take, appeared in the Newworld Review. With Monika Skerbelis, she co-founded ESE Film Workshops Online, wrote the critically acclaimed book, "I Liked It, Didn't Love It: Screenplay Development from the Inside Out" and "The Complete Filmmaker's Guide to Film Festivals." MONIKA SKERBELIS started her career as an assistant in the story department for Paramount Pictures, moved over to 20th Century-Fox as an assistant story editor, and later was promoted to story editor. At the same time, Universal Pictures offered her the opportunity to run their story department where she worked for ten years and was promoted from an executive story editor to vice president. She is co-founder of ESE Film Workshops Online, providing online film classes in "Maneuvering Film Festivals, "Creating A Production Company" and "Finding & Developing New Ideas." She was also the programming director for the Big Bear Lake International Film Festival and is currently the program director for the American Pavilion's Emerging Filmmaker Showcase at the Cannes Film Festival. Her second book, co-written with Rona Edwards, "The Complete Filmmaker's Guide to Film Festivals: Your All Access Pass to Launching Your Film on the Festival Circuit" is available on Amazon and at bookstores worldwide.

Users Review

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Jules Thompson:

The book I Liked It, Didn't Love It: Screenplay Development from the Inside Out can give more knowledge and information about everything you want. Why must we leave the best thing like a book I Liked It, Didn't Love It: Screenplay Development from the Inside Out? Several of you have a different opinion about book. But one aim this book can give many facts for us. It is absolutely appropriate. Right now, try to closer with your book. Knowledge or data that you take for that, it is possible to give for each other; you could share all of these. Book I Liked It, Didn't Love It: Screenplay Development from the Inside Out has simple shape however you know: it has great and large function for you. You can search the enormous world by wide open and read a reserve. So it is very wonderful.

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Randy Hunter:

Reading can called imagination hangout, why? Because when you are reading a book specially book entitled I Liked It, Didn't Love It: Screenplay Development from the Inside Out your mind will drift away trough every dimension, wandering in most aspect that maybe not known for but surely might be your mind friends. Imaging each and every word written in a reserve then become one application form conclusion and explanation this maybe you never get prior to. The I Liked It, Didn't Love It: Screenplay Development from the Inside Out giving you yet another experience more than blown away the mind but also giving you useful data for your better life in this particular era. So now let us explain to you the relaxing pattern the following is your body and mind will be pleased when you are finished reading through it, like winning an activity. Do you want to try this extraordinary wasting spare time activity?

Clifford Harris:

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