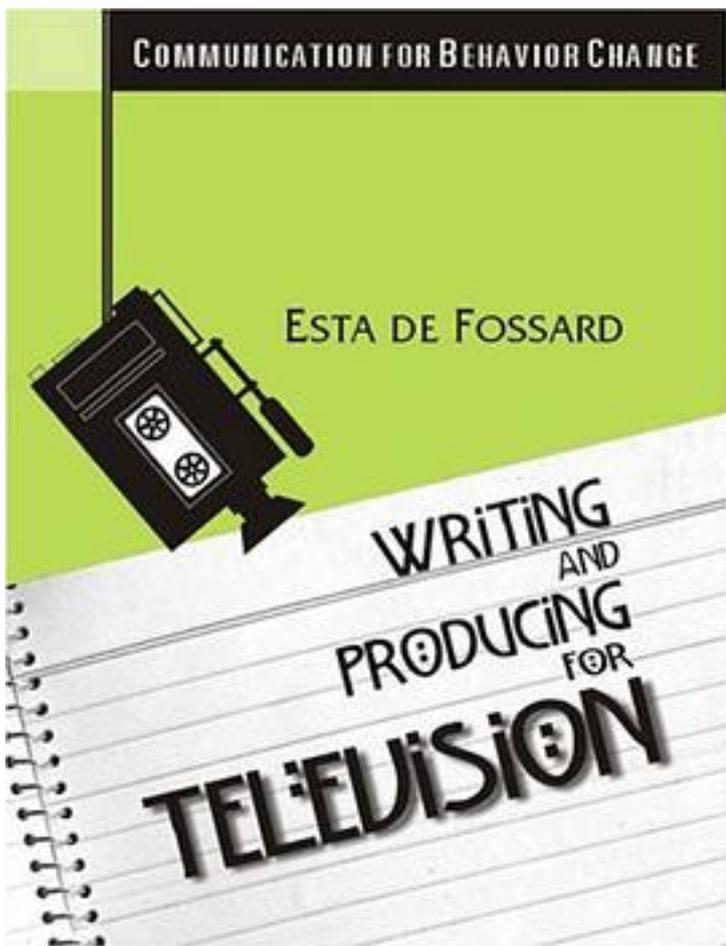


# Writing and Producing for Television and Film



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This book is designed to provide practical guidelines to those in the field of entertainment-education drama who want to sharpen their skills. With separate sections for various users - programme managers, writers, producers, directors and

actors - the book is a structured, step-by-step manual that provides answers to the problems they can face. The book focuses in detail on the 'design approach' for determining and articulating effective messages that are contained in the drama. It draws on methods that have been tried and tested worldwide. In addition to a number of actual scripts that have been converted into dramas, it also contains useful appendices that provide sample documents of various procedural requirements as suggested in the book. Esta de Fossard is Senior Communication Advisor and Professor at the Johns Hopkins University's Bloomberg School of Public Health, Center for Communication Programs. She previously taught at the universities of Southern California, Ohio and George Mason.

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