

Master Class in ‘Writing for Multi-platform’ For the Singapore Media Academy Pte Ltd.

1/3/10 – 5/3/10

Delivered by Neil Mossey

Outline

How do you create stories that cross platforms, cross borders, cross boundaries but still make an impact? How do you adapt the skills of traditionally structured TV and film to the emerging strengths of the web series?

At a time where even industry leaders are experimenting and discovering new possibilities on the Internet, this week-long course explores the new opportunities offered to writers by the rise of digital technologies, online social networks, and web video.

The Masterclass includes an introduction to the multi-platform world and brief history of landmark web series, from the video posts of Lonelygirl15 to the IKEA furniture-store embedded “Easy To Assemble”; the challenges faced by writers with the mechanics of multiple story worlds; designing narrative to build audiences and communities while the show is in production; and a script workshop where participants will be asked to submit an idea they would like to develop apply elements of the course over the week.

The course is lead by Neil Mossey, who has experience of writing, producing and script editing for corporations such as the BBC, TalkbackThames, and Granada, but who has also written and storylined on two of the largest shows in the genre to date (lonelygirl15 and KateModern). Neil also has experience in developing series for traditional media producers and advertiser funded proposals which he will share in easy-to-follow day long modules.

A fun glimpse into the future of storytelling, for anyone who might be interested in sharing a story with the rest of the world.

Course Structure

MONDAY - TELLING STORIES ON THE WORLD WIDE WEB - CASE STUDY: KATE MODERN

(online storytelling)

- WELCOME
- INTRODUCTION TO US AND TO STORYTELLING ONLINE
- WHAT IS ONLINE NARRATIVE? - CASE STUDY: KATEMODERN
- THE MONEY PROGRAMME - THE MEDIA REVOLUTION
- SCRIPTING AND STORYLINING AN ONLINE WEB SERIES (KATEMODERN/LONELYGIRL 15)
- BEHIND THE SCENES
- WEEK OF KATEMODERN
- DESIGNING OUR OWN SHOW: THE START

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HYFFORDDIANT CYFRYNGAU CREADIGOL RHYNGWLADOL
INTERNATIONAL TRAINING IN CREATIVE MEDIA

- GATHERING IDEAS
- SHOW AND TELL - LONELYGIRL15 AND OTHER SHOWS
- INTERVIEWS WITH THE CREATORS
- INTERVIEWS WITH THE CREATORS
- A WEEK FROM LONELYGIRL 15
- DESIGNING OUR OWN SHOW

**TUESDAY - ONLINE STORYTELLING - KATEMODERN CONTINUED - CASE STUDY:
LONELYGIRL15**

(how to involve the audience in your writing)

- CASE STUDY: THE STORY OF LONELYGIRL15
- DESIGNING OUR OWN SHOW UPDATE
- COMMUNITY BUILDING - HOW TO INVOLVE THE AUDIENCE IN YOUR WRITING
- LONELYGIRL15 LIVE EVENT
- THIS UNREAL CITY
- WE TELL STORIES
- LOVE DISTANCE
- JJ ABRAHAMS ON WRITING FOR MYSTERY
- SHOW AND TELL - IN THE MOTHERHOOD
- RED VS. BLUE
- CLARK AND MICHAEL
- N THE MOTHERHOOD EPISODES
- DESIGNING OUR OWN SHOW - THE STORY SO FAR...

WEDNESDAY - COMMUNITY CONTENT - IN THE MOTHERHOOD

(how to help the audience generate ideas for your show)

- CASE STUDY: IN THE MOTHERHOOD
- DESIGNING OUR OWN SHOW UPDATE
- CASE STUDY: "WHY FREE WORKS" - SITA SINGS THE BLUES
- 9 WAYS TO PAY (or find money) FOR WRITING A WEB SERIES
- 10 WAYS TO GET YOUR WEB SERIES SPONSORED
- SHOW AND TELL - THE GUILD and HARDY BUCKS
- SELF-MADE SHOWS:-
- HE GUILD - FIRST SEASON
- HARDY BUCKS (RTE STORYLAND COMPETITION)
- DR. HORRIBLE'S SINGALONG BLOG
- DESIGNING OUR OWN SHOW UPDATE
- HOW CAN WE APPLY WHAT WE HAVE SEEN TODAY?

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THURSDAY - COMMUNITY PUBLICITY - THE GUILD

(how to help the audience to publicise and fund your show)

- CASE STUDY: THE GUILD
- FELICIA DAY'S 4 THINGS TO ASK YOURSELF BEFORE STARTING A WEB SERIES
- DESIGNING OUR OWN SHOW UPDATE
- TECHNOLOGY How cellphones, Twitter, Facebook can make history
- TALE OF TWO NARRATIVES
- THE CHOICES YOU CAN MAKE WHEN WRITING YOUR ONLINE NARRATIVE
- SHOW AND TELL - EASY TO ASSEMBLE
- EASY TO ASSEMBLE
- KATEMODERN ADVERTISING CLIPS
- AYGO, CREME EGG, TAMPAX,
- HEART AND SOUL
- SOFIA'S DIARY
- DESIGNING OUR OWN SHOW UPDATE
- HOW CAN WE APPLY WHAT WE HAVE SEEN TODAY?

FRIDAY - WEB SERIES WRITTEN FOR SPONSORSHIP - EASY TO ASSEMBLE

(writing a web series for sponsorship)

- CASE STUDY: EASY TO ASSEMBLE
- CASE STUDY: - online science fiction drama - KIRILL
- DESIGN YOUR OWN SHOW - FINAL IDEAS
- FINAL CASE STUDIES:
- TOYBOIZE
- PENELOPE PRINCESS OF PETS
- THE LEGEND OF NEIL
- WRAPPING UP - RECAP THE WEEK
- WHAT ARE WE GOING TO DO NEXT?
- FINAL QUESTIONS

Trainer: Neil Mossey (UK)

Neil Mossey worked solely in television and radio before writing on Season 2 of the interactive drama KateModern. The KateModern series ended in July 2008 clocking up 66 million video views. As a comedy producer at the BBC he was responsible for developing drama and new formats in the Comedy Entertainment department (including "Stockport So Good They Named It Once" starring Dominic Monaghan and Jason Done, "Head Over Heels" starring Daniela Denby-Ashe, and co-writing the BBC's first daily comedy series "The Recommended Daily Allowance with John Gordillo").

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His freelance writer, script editor, and producer credits include "My Parents Are Aliens" (itv1), "Freefonix" (BBC One), "Blackout" (Channel 4), "SuperNormal" (itv1), "It's That Jo Caulfield Again" (Radio 4), "The Worst Witch" (itv1), "Hedz" (BBC One), and "The Morning After Show" (Channel 4).

Neil is currently producing a sketch series pilot for Talkback Thames, and attached to 3 online commissions about to go into production.

E.G.: MONDAY - CASE STUDY: KATEMODERN

Online Drama Web Series - KATEMODERN



From [wikipedia:-](#)

[KateModern](#) is the sister series of [lonelygirl15](#). The series, which was announced on April 16, 2007, began filming on July 9 and the first video, Fight and Flight, was released on July 16. The show is produced by LG15 in partnership with Bebo. It ended on June 28, 2008, slightly less than a year following its original release.

[KateModern](#) is set in East London, England, and bears many similarities to its parent series. Both Kate and Bree are avid video bloggers and carry a dark secret. There is an alternate reality game component of the series as well.



[KATEMODERN](#) HOME SITE:

You could either watch the show here, on the [KateModern bebo site](#)

"[KateModern](#) ran from 16th July 2007 to 28th June 2008 and was produced by the creators of [lonelygirl15](#) - EQAL. During it's highly successful year long run it was nominated for two TV Craft BAFTA awards, a Webby Award and won the Broadcast Press Guild Award for Innovation 2008."
www.bebo.com/katemodern

Or here on the [lonelygirl15 katemodern](#) show site:

www.lg15.com/katemodern

[KATEMODERN](#) WIKI, on the LGpedia:

http://www.lg15.com/lgpedia/index.php?title=Image:KM_Portal_Season_2.jpg

And the Production Team even have their own bebo profile:

<http://www.bebo.com/KateModernProduction>

KateModern Forums are here:

<http://www.lg15.com/katemodern/forum/>

GMTV Behind the Scenes item on KateModern here:



Here are some press articles on the show...

[Kate Modern](#) herself was killed off at the start of the second series; a bit of a bold move you might think, but the format of the show means it is constantly breaking new ground. "You can interact with the story, talk to the characters, comment on the plot – we get feedback all the time," explains Rushton.

"What I find so interesting is the fact that people are coming together and discussing the show, but they're also coming together to discuss things that lie outside of the show that affect them. People actually come to you on Bebo and share their experiences and they feel like they've got a place to do that. It's the way that communication is going."

The Independent

<http://www.independent.co.uk/student/student-life/music-film/modern-miss-817538.html>



We told you last month about the planned wrap-up of [KateModern](#), the very successful Internet television show exclusive to the AOL-owned Bebo social network. Well, today's the day that all is put to pasture. [KateModern](#) is having its finale, and it's going out with 12 episodes in 12 hours. The countdown to the series close began earlier this morning and will stretch to 7PM EST, with hourly videos releases complemented by live chats with and among the fanbase.

In fact, due to its viral achievements EQAL was able to secure both a \$5 million Series A funding round and CBS partnership in the space of a single month.

Mashable.com

<http://mashable.com/2008/06/28/katemodern-2>

BEBO's [Kate Modern](#) has become an internet sensation since being launched a year ago.

More than 66 million people have logged on to view the interactive online drama's 'webisodes' since July 2007.

TV Biz has an exclusive preview of this week's season 2 finale for your pleasure.

It features Ralf Little and man-of-the-moment Noel Clarke - who wrote, directed and starred in the *Kidulthood* and *Adulthood* films.

The Sun

<http://www.thesun.co.uk/sol/homepage/showbiz/tv/article1345446.ece>

Who killed [KateModern](#)? It's the question that has been occupying several million minds since the beginning of the year, when the heroine of the eponymously named online drama met her end.

Kate, for those who have been living in a bunker since July 2007, is, or rather, was, a troubled teenage university art student living in London. She had a dark past that she was unable to remember and was somehow connected to a secret organisation called The Order.

The Guardian

<http://www.guardian.co.uk/media/2008/mar/03/digitalmedia.web20>



Social networking site Bebo is to shock fans of hit online drama [Kate Modern](#) by killing off its eponymous star in the first episode of its new series.

The series' first sponsors - which get to see their products placed within the video - will be Cadbury's Creme Egg and Toyota's youth-targeted car Aygo. Sponsors of the first series included Microsoft, Procter & Gamble, Warner Music, Paramount and Orange, which each paid up to £250,000 to appear within the show.

No figures have been revealed about what each company might pay to be involved with the second series.

However, each company stumps up cash based on the amount its brand is integrated into the storyline, which includes monitoring the number of times it appears in the video and is mentioned in the script.

The Guardian

<http://www.guardian.co.uk/media/2008/jan/16/bebo.television>



[KateModern](#), the flagship online drama broadcast by social networking site Bebo, will wrap up for the last time at the end of June, it was announced today.

The last part of series two will air on June 28, with Bebo promising a "high octane" ending with multiple episodes.

Featuring Royle Family star Ralph Little, the interactive drama has run for more than 300 four-minute episodes since it launched in July last year, racking up more than 57 million views.

Bebo wanted the show to "encourage unprecedented interactivity" with its audience and has also tried to distinguish itself from rival social networking sites by building up original content.

Users are given interactive tools to "talk" to [KateModern](#) characters and producers from the series, suggest storylines and solve puzzles in the plot.

The Bebo president, Joanna Shields, said [KateModern](#) has "created a new genre and demonstrated the power of media on a social network with gripping storylines and peerless production values".

The Guardian

<http://www.guardian.co.uk/media/2008/may/12/bebo.web20>