

The Business of Producing for Film and Television

Course Description and Objective

This seminar will primarily focus on the full scope of the business of Producing for film and Television. As in science, producers are the creators and not the consumers, so goes the role of the producer in the film and television industry. We will cover the many Producer titles and roles as they relate to the business of Film and Television. The students will be exposed to the various duties of the Producer, from both the business (practical production) and creative side and gain an understanding of why Producers are the glue of any film or television project. Upon completion of this workshop, the students will have worked together on teams and each team will have developed and packaged a presentation for a television show or film project for a panel of industry professionals.

Project

The workshop involves one group project. Group projects are expected to be detailed in scope and students are encouraged to maximize the knowledge of the presenters to assist in distinguishing your project from your peer's. (This skill set is an important aspect of producing and it is essential to acquire it as early as possible in your career) **Projects will be showcased in class on the last day of class.**

(Each Group) To complete this project, they will have to **work and think like a Producer**. Groups will be determined based on the student's interest in certain Producer roles. (We will spend the first hour determining the different roles of the Producer in both mediums) Based on their peer's interest they will choose partners and then determine each individual's role on the project.

This workshop will teach the students the full scope of the various roles of a Producer and give them the opportunity to conceptualize and create a written pitch package. They will also acquire the basic understanding and interpret the expectations of a Producer as a fierce leader and "creative" supporter of vision.

Instructor: Tracey Baker Simmons, producer

Tracey serves as Executive Producer for B² Entertainment Studios, LLC. She oversees all aspects of the company and its divisions. Tracey is a seasoned film and TV producer with more than 10 years experience in production. She began her career in marketing and promotions with Warner Brothers Music and later made the transition into film production.

In 1998, she launched Strange Fruit Films (SFF), a multi-faceted production company. As Executive Producer at Strange Fruit Films, she oversaw the production of a feature film titled *The Book Of Love* starring Sallie Richardson, Treach of Naughty By Nature, and Richard T. Jones of *Judging Amy*.

After departing from SFF and before forming B² Entertainment Studios, LLC., Tracey worked as a freelance producer in television production; her clients included distributor Pearson Television and television networks such as ABC and CBS. She recently served as Executive Producer of the reality series *Being Bobby Brown*, which aired on the Bravo Television Network the summer of 2005. She also has been named one of **Atlanta Woman Magazine's Top 25 Women to Watch in 2006**. Tracey holds a Bachelors degree in Marketing and Finance from the University of Memphis.

Professional Affiliations: IFP, NATPE, NAFE, Women in Film



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The Business of Producing for Film and Television

Mondays – July 7, 14, 21, 28

10 am – 5 pm

\$250 includes lunch, field trips, and movie tickets

EARLY BIRD discount: \$200 – Register by June 13, 2008

Register at <http://perfectpitch0708.eventbrite.com>

Daily Agenda:

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| 9 am | Arrival |
| 9:30 am | Morning Speaker |
| 10 am | Producers Session – B2 Studios |
| 12:30 pm | LUNCH |
| 1pm | Field Trip |
| 4 pm | Creative Session |
| 5 pm | Dismissal |

Location:

(Headquarters)
FCS Urban Ministries Complex
750 Glenwood Ave
Atlanta, GA 30316

(Other locations)
Auburn Avenue Research Library
Georgia State University
Central Branch Library

To register, call 404.914.7936 or email films@ikamproductions.com to request a registration form.

Visit the website www.ikamproductions.com