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IMMEDIATE RELEASE FOR THURSDAY OCTOBER 9 EVENT

## **ALL SCREENWRITING TEACHERS MUST DIE!**

### **Local Author/Screenwriting Instructor To Speak About Aspiring Screenwriters And Future Media Professionals Need To "Retool Their Gray Matter"**

"The days of hunkering down to write a cinematic masterpiece then sending it over the transom to those in a position of power to pick it out from the pile and deem it worthy are long gone," posits Santa Barbara City College Screenwriting Instructor Jonathan O'Brien.

Instead of waiting for instructors and experts to tell them the steps to creating the next mega media hit, media students and screenwriters should be prepared to invent it themselves. "Find a new way and a new delivery system to electrify audiences and generate an epidemic of word-of-mouth and website hits. Then those who write the checks will seek you out, throw money at you and let you create. It's the new way to break into show business," says O'Brien.

The Santa Barbara Screenwriters Association has invited O'Brien back to discuss this and more at their monthly meeting at downtown Borders (900 State Street) on October 9<sup>th</sup> at 7:30 p.m. The public is invited.

O'Brien cites as a prime example a web-based series called Good Night Burbank started by a struggling San Fernando Valley comedy troupe that, in less than one year, garnered more than two million hits and downloads and was picked up as a pilot by NBC. He also notes this year's surge of network-produced online shows that are cross-pollinating with websites and sponsors in non-traditional media platforms.

O'Brien contends that the skill set for tomorrow's media will require that today's students become a media conglomerate -- of one. Those who want to be successful must learn to become business entrepreneurs, master storytellers, purveyors of provocative product, technological whizzes, wholesale distributors and self-promoters – all in unique ways that make them stand apart from their competitors. "To do this," says O'Brien, "students must learn how to constantly re-tool their grey matter and become their own best teacher."

This is not the first time O'Brien has turned a business approach upside down. In his forthcoming book RIGHT BEFORE YOU WRITE: The Groundbreaking Process Used To Win Over \$385 Million In Competitive Grant Awards, O'Brien combines his 30+ years of creative experiences with his madcap teaching style to unravel a mystery previously known to only a few elite grant writers; that is, how to tap into the \$500 billion available in competitive grant funds each year. O'Brien demonstrates how "FUNdamental" storytelling principles used by Hollywood's top screenwriters help better applicants' writing by bettering their thinking—and better their ability to win grant money for worthy causes.

For more information: contact Charlotte O'Brien (866-674-5222 or [COBrien@SandyPointInk.com](mailto:COBrien@SandyPointInk.com)) or visit [www.SandyPointInk.com](http://www.SandyPointInk.com). For information about the Santa Barbara Screenwriters Association: [chuck.kent@verizon.net](mailto:chuck.kent@verizon.net).

