



Making Great Television: Four Essential Ingredients

Dee LaDuke

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The purpose of this book is to sift out what is common to all successful narrative television and apply it to new development. Every year millions of dollars go into developing a fresh slate of programs for the new season and the majority of those dollars are lost to the studios and networks. Only a fraction of what is developed gets on the air. At the same time, the American appetite for good television is voracious and there has never been enough to satisfy hungry viewers and advertisers. Taking the simple steps outlined in this book may help clarify which projects are most likely to succeed and should be moved along in the process; written as pilot scripts, produced as pilots and ultimately given a series order.

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