8:15 AM
  Check-in opens
  Breakfast available in Tilghman Studio

8:55 AM
  Welcome

9:00 AM – 10:30 AM
  Info-Session: The Business of “Avatar”
  Kathy Fox Franklin ’90 S90 P23
  President, Franchise Development,
  Lightstorm Entertainment;
  Ted Gagliano ’82
  Post-Production Liaison, “Avatar: The Way of Water”

10:30 AM – 10:45 AM
  Break

10:45 AM – 12:15 PM
  Workshop: Casting & Auditioning
  Tina Treadwell ’80
  Independent Talent Manager & Producer
  Danny Salles ‘86
  TV and Theatrical Producer/Director

12:15 PM – 1:00 PM
  Networking Lunch
  Forum

1:00 PM – 2:00 PM
  Career Panel: Breaking in as an Assistant
  On Zoom
  Janelle Spence ’19, Emma Michalak ’17,
  Arthur Imperatore ’17,
  Nick Ellis ’14 (moderator)

2:00 PM – 3:00 PM
  Career Panel: Writers & Showrunners
  On Zoom
  Selwyn Seyfu Hinds ’93,
  Kevin Rodriguez ’10, Kirk Rudell ’91,
  Jennie Snyder Urman ’99,
  Nick Ellis ’14 (moderator)

3:00 PM – 3:15 PM
  Break

3:15 PM – 4:45 PM
  Workshop: Script Writing & Pitching
  Jennie Snyder Urman ’99
  TV Writer & Producer
  Winnie Holzman ’76 (on Zoom)
  Theater Artist and TV Writer

4:45 PM
  Closing remarks, distribution of survey

5:00 PM
  Seminar ends
**Kathy Fox Franklin ’90 S90 P23**  
President, Franchise Development, Lightstorm Entertainment

Kathy Fox Franklin is President, Franchise Development at James Cameron and Jon Landau's Lightstorm Entertainment. She oversees global brand strategy and management for the Avatar franchise, partnering with The Walt Disney Company to expand the reach and impact of “Avatar”—and its four sequels in development, including the December 2022 release “Avatar: The Way of Water”—across all categories and platforms. Prior to joining Lightstorm in 2011, Kathy was Vice President of Global Franchise Development for Disney Consumer Products, leading brand management of the Disney Princess, Disney Fairies, Cars and Toy Story franchises. She earlier served as Vice President of Marketing and Communications for Disney’s corporate citizenship division and was responsible for Disney’s domestic and international relationships with its signature children’s charities. She directed cause-related marketing campaigns and other charitable programs tied to specific Disney business units, as well as all related marketing and public relations strategies. Before coming to Disney in 1998, Kathy held a diverse range of positions in finance, education and design.

**Ted Gagliano ’82**  
Post-Production Liaison, "Avatar: The Way of Water" (Disney)

Ted Gagliano is past President of Feature Post-Production at Twentieth Century Fox and served as the Post-Production Liaison between Disney and the "Avatar: The Way of Water" production team. During his career, Ted has supervised post-production on over 700 Fox films, including groundbreaking hits like "Avatar", “Titanic”, "Life of Pi", “The Planet of the Apes” and Fox Marvel franchises, as well as the 1997 “Star Wars" special edition release. Ted helped spearhead Virtual Reality efforts for the Fox Innovation Lab. He was the producer of Kenneth Branagh’s film, “All Is True” about the last three years of William Shakespeare’s life. Ted is also an avid investor in startup companies that he believes will have an impact on medicine and entertainment. Ted currently serves on the board of the Neurosurgery Department at UCLA, where he co-founded with his husband, Loic Bailly, the Golden Portals, an annual event that honors innovation in movies and medicine, and which funds brain and immunotherapy research. Ted began his entertainment career at Princeton University as President of the Triangle Club.

**Danny Salles ’86**  
Reality TV and theatrical producer, “Kathy Griffin: My Life on the D-List”

Danny Salles is a reality TV and theatrical producer known for his work on “Kathy Griffin: My Life on the D-List.”

**Tina Treadwell ’80**  
Independent Talent Manager and Producer

Tina Treadwell is an independent talent manager and producer.

**Jennie Snyder Urman ’99**  
Screenwriter, producer, "Jane the Virgin", "Charmed" (CW)

Jennie Snyder Urman is a screenwriter and producer known for her work on shows like "Jane the Virgin" and "Charmed".

**Selwyn Seyfu Hinds ’93**  
Screenwriter, showrunner, “Washington Black” (Hulu), “Twilight Zone” (CBS All Access)

Selwyn Seyfu Hinds is a screenwriter, showrunner, and producer known for his work on shows like "Washington Black" and "Twilight Zone".

**Emma Michalak ’17**  
Writers’ Assistant, "Rodham", "NCIS Hawaii"

Emma Michalak is a writers’ assistant known for her work on shows like "Rodham" and "NCIS Hawaii".

**Kevin Rodriguez ’10**  
Screenwriter, showrunner, “Paolo Santiago” (Disney+), “The Border” (FX)

Kevin Rodriguez is a screenwriter and showrunner known for his work on shows like "Paolo Santiago" and "The Border".

**Kirk J. Rudell ’91**  
Screenwriter, showrunner, “Spin City”, “Will and Grace”, “American Dad”

Kirk J. Rudell is a screenwriter and showrunner known for his work on shows like "Spin City" and "American Dad".

**Janelle Spence ’19**  
Writers’ Assistant, "The Other Black Girl" (Hulu)

Janelle Spence is a writers’ assistant known for her work on the show "The Other Black Girl".

**Winnie Holzman ’76**  
Theatrical writer, screenwriter, "Wicked", "My So Called Life"

Winnie Holzman is a theatrical writer and screenwriter known for her work on shows like "Wicked" and "My So Called Life".

**Nick Ellis ’14**  
Moderator; Officer, Princeton in Hollywood

Nick Ellis is a moderator and officer of Princeton in Hollywood.

Kathy Fox Franklin ’90 S90 P23 is President, Franchise Development at James Cameron and Jon Landau’s Lightstorm Entertainment. She oversees global brand strategy and management for the Avatar franchise, partnering with The Walt Disney Company to expand the reach and impact of “Avatar”—and its four sequels in development, including the December 2022 release “Avatar: The Way of Water”—across all categories and platforms. Prior to joining Lightstorm in 2011, Kathy was Vice President of Global Franchise Development for Disney Consumer Products, leading brand management of the Disney Princess, Disney Fairies, Cars and Toy Story franchises. She earlier served as Vice President of Marketing and Communications for Disney’s corporate citizenship division and was responsible for Disney’s domestic and international relationships with its signature children’s charities. She directed cause-related marketing campaigns and other charitable programs tied to specific Disney business units, as well as all related marketing and public relations strategies. Before coming to Disney in 1998, Kathy held a diverse range of positions in finance, education and design.

Ted Gagliano ’82 is past President of Feature Post-Production at Twentieth Century Fox and served as the Post-Production Liaison between Disney and the “Avatar: The Way of Water” production team. During his career, Ted has supervised post-production on over 700 Fox films, including groundbreaking hits like “Avatar”, “Titanic”, “Life of Pi”, “The Planet of the Apes” and Fox Marvel franchises, as well as the 1997 “Star Wars” special edition release. Ted helped spearhead Virtual Reality efforts for the Fox Innovation Lab. He was the producer of Kenneth Branagh’s film, “All Is True” about the last three years of William Shakespeare’s life. Ted is also an avid investor in startup companies that he believes will have an impact on medicine and entertainment. Ted currently serves on the board of the Neurosurgery Department at UCLA, where he co-founded with his husband, Loic Bailly, the Golden Portals, an annual event that honors innovation in movies and medicine, and which funds brain and immunotherapy research. Ted began his entertainment career at Princeton University as President of the Triangle Club.

Selwyn Seyfu Hinds ’93 is an author, editor, music scribe, comics creator, producer, and screenwriter, and currently the executive producer, showrunner, and creator of Hulu’s “Washington Black.” He is founder of Mad
Info-Session: The Business of “Avatar”
Kathy Fox Franklin ’90 S90 P23
President, Franchise Development,
Lightstorm Entertainment
Ted Gagliano ’82
Post-Production Liaison
“Avatar: The Way of Water”; 
Former President, Feature 
Post-Production, 20th Century Fox

How does a global blockbuster 
like “Avatar” or its December 2022 
sequel “Avatar: The Way of Water” 
make it through the final stages 
of preparation for a global launch? 
How does a studio nurture a fandom 
and create products and experiences 
that make a film truly a franchise? 
Hear from Ted Gagliano ’82, past President 
of Feature Post-Production at 20th 
Century Studios and Production 
Liaison for “Avatar: The Way of Water”; 
and Kathy Fox Franklin ’90, President 
of Franchise Development at James 
Cameron’s Lightstorm Entertainment, 
about their experiences working 
on “Avatar” and the Avatar sequels 
and the many roles that go into 
the creation of a blockbuster film 
franchise.

Workshop: Casting & Auditioning
Tina Treadwell ’80
Independent Talent Manager 
& Producer
Danny Salles ’86
TV and Theatrical Producer/Director

The Casting and Auditioning 
Workshop will discuss the casting 
process from the perspectives of both 
a casting director/television network 
executive, Tina Treadwell, and a 
television and theater director, Danny 
Salles. Participants will learn how 
the process is seen from both sides 
of the camera – as we examine how 
actors should approach the process; 
from learning about opportunities, 
to getting scripts to self-taping to 
in-person auditions. And we’ll be 
sharing thoughts on what creative 
professionals are looking for when 
they are casting a project, and what 
skills make for a strong casting 
director and process.

Workshop: Script Writing & Pitching
Jennie Snyder Urman ’99
TV Writer & Producer
Winnie Holzman ’76 
Theater Artist and TV Writer

This workshop will cover the ins and 
outs of television writing, including 
a primer on constructing a television 
pilot and how to successfully pitch 
your material, as well as tips on 
breaking into the business.

MEET YOUR INSTRUCTORS cont.

Massive Entertainment, under which he will 
adapt Cullen Burn and Brian Hurtt’s graphic 
noel series The Sixth Gun for television. 
Selwyn recently served as a writer/ 
producer on “The Twilight Zone” reboot 
for CBS All Access. Other TV credits include 
Consulting Producer on HBO Max’s “Strange 
Adventures”, and developing at HBO with 
George R.R. Martin. On the feature side, 
he has a number of projects in development, 
including an adaptation of the classic 
comics series The Sixth Gun and the film 
Running A Thousand Miles For Freedom. 
Other projects include adaptations of 
The Belgariad by David Eddings fantasy 
series, and a feature film version of 
the graphic novel Prince of Cats. 

Selwyn served as Editor-in-Chief of 
The Source magazine during its heyday in the 
late 1990’s. Selwyn has also written for a 
wide array of major publications, including 
Fair, USA Today, Spin, and Vibe Magazine, 
and his essays have been collected in 
multiple anthologies. Longtime DJ, poet, 
unrepentant shopaholic, and sci-fi nerd, 
Selwyn attended Guyana’s Queens College 
before receiving degrees in English and 
African-American Studies at Princeton 
University, but cites his most significant 
accomplishment as being the father of a 
teenage girl. Selwyn is represented by CAA 
and The Gotham Group, and though he lives 
in LA, he remains a die-hard Brooklynite.

Winnie Holzman ’76 is the book writer of 
the hit musical Wicked, which has a score 
by acclaimed composer/lyricist Stephen 
Schwartz. Wicked recently celebrated its 18th 
year on Broadway and has been produced in 
16 countries around the world. Winnie’s 
screenwriting career began when she was 
asked to join the writing staff of the seminal 
drama series “thirtysomething,” and went on 
to create another memorable drama series: “My So-Called Life,” which starred Claire 
Danes, and was executive produced by her 
mentors from “thirtysomething,” Marshall 
Herskovitz and Edward Zwick. She later 
worked with Herskovitz and Zwick a third 
time, on the series “Once and Again,” and 
also with her daughter, Savannah Dooley, 
on the ABC Family Series “Huge.” More 
recently she collaborated with Cameron 
Crowe on the Showtime series “Roadies.” 
Her play Choice had its world premiere at 
the Huntington Theatre in Boston. She is 
a graduate of Princeton University, and 
the NYU Musical Theatre Program, and is 
currently at work on the movie adaptation 
of Wicked.

Arthur Imperatore III, ’17 is currently 
the showrunner’s assistant on a show for HBO 
Max. Prior to that, he was a showrunner’s 
assistant in a Hulu miniroom adapting 
Curtis Sittenfeld’s novel Rodham. Before 
joining the creative side of the industry, 
he spent three and a half years at Creative 
Artists Agency as an assistant in the TV 
Scripted Department. At Princeton, Arthur 
concentrated in Classics and wrote a tv pilot 
adaptation of Xenophon’s Anabasis for his 
Senior thesis.
Emma Michalak ‘17 is a writer, filmmaker, and actor. She studied Comparative Literature and Creative Writing at Princeton, then spent a year in London, where she earned a Master’s in Classical Acting from LAMDA. Upon graduating, she moved to Los Angeles and began working as a writers’ PA on a project at Apple. Following this, she worked as an overall deal assistant at 20th Century Television then as a writers’ assistant on “Rodham”, in development at Hulu. She now works as a writers’ assistant on season 2 of “NCIS: Hawai’i”. She has also done research on productions such as “Lady in the Lake” (Alma Har’el), and other untitled series in development at Apple and FX.

Kevin Rodriguez ‘10 is currently writing “Paola Santiago”, a worldbuilding fantasy series he created for Disney+. He also recently worked in the writers’ rooms for the upcoming FX series “The Border” based on the Don Winslow novels and “The Chosen One”, a bilingual Netflix series that filmed this summer in Mexico. He majored in Comparative Literature and was raised in Texas.

Kirk J. Rudell ’91 is an Emmy-nominated, GLAAD Award-winning writer/producer whose work has appeared on television, on stage, and in print. He has helped produce over 400 episodes of television, including the first three years of “Spin City”, two seasons of “Will & Grace”, and four of “American Dad!” He is currently developing various television and film projects, including a historical thriller with Ron Howard and Alex Gibney, and occasionally contributes to The New Yorker’s “Shouts & Murmurs.” He has also co-written/-produced/-directed two award-winning soccer documentaries with his college teammate, Tom McCabe. Writing has always been a passion—one he pursued at Princeton, studying creative writing with Paul Auster, Russell Banks, and Joyce Carol Oates. His senior thesis, a play, was produced off-Broadway the year he graduated, while he was writing for The New York Observer. He moved on to Vanity Fair, and one afternoon, while interviewing Matthew Broderick and Sarah Jessica Parker, he realized he’d rather be talking to them about his own screenplay than someone else’s. So he quit the magazine, wrote some specs, and bought a one-way ticket to Los Angeles. That was... a long time ago, though Kirk still identifies as a New Yorker. Outside of writing, he is an avid soccer fan, and he serves as President of Tudela FC LA, an independent all-girls’ youth soccer club that he helped start in 2017. His daughter, Esmé, will be a soccer player in the Princeton Class of ’27.

Janelle Spence ’19 is an avid screenwriter and filmmaker based in Los Angeles. She is currently the Writers’ Assistant for “The Other Black Girl”, an upcoming series that will premiere on Hulu. She was previously a literary assistant at Kaplan/Perrone Entertainment, where she assisted two managers and their 70+ clients. In addition, she curated the Latin American Film Center’s 2019-2020 “Screening América” film series in New York City. At Princeton, Janelle majored in Spanish and Portuguese and minored in Music Theatre.

Danny Salles ’86 is a television and theater producer/writer/director who recently directed the Ion holiday movie, “The Christmas Thief”, and the hit ABC comedy “The Middle” starring Patricia Heaton. In the ‘soft-scripted’ reality TV space, Danny executive produced and directed, “Kathy Griffin: My Life on the D-List” for Bravo (Emmy nomination for Outstanding Reality Program), “Todrick” a docuseries following YouTube star Todrick Hall for MTV, and the Joan Rivers series, “Joan & Melissa: Joan Knows Best” for WeTV. Other series include: “Prop Culture” (Disney+), “I Want to Work for Diddy” (VH1) and “Joe Schmo” (Spike). In 2017, Danny wrote the book and lyrics, produced and directed an original musical satire, The First Annual Trump Family Special which debuted in Los Angeles then moved Off-Broadway starring Gina Gershon as Melania.

Tina Treadwell ’80 launched the careers of Hilary Duff (“Lizzie McGuire”) and Shia LaBeouf (“Holes”) while starting the talent department at Disney Channel. As the Vice President of Talent Development at Disney, she oversaw the casting of series, films, and the production of documentaries, reality series and music specials that starred LeAnn Rimes, NSYNC, the Backstreet Boys and a host of others. With over 25 years of experience as an independent casting director, producer and manager, Tina travels across the US, scouting talent and speaking to audiences regarding careers in entertainment. Tina produces, develops, and casts TV and theatrical projects as well as music driven films. She also develops and manages the careers of groundbreaking new talent through the management arm of her company, Treadwell Entertainment. Ms. Treadwell most recently had a hit musical running on London’s West End entitled “The Drifters Girl” which chronicled her parent’s trailblazing careers as music managers of “The Drifters” among others.

Jennie Snyder Urman ‘99 developed and Executive Produced the CW’s Golden-Globe nominated “Jane the Virgin.” The show has been honored with a Peabody Award, 3 TCA nominations, 6 Critics Choice nominations, 3 NAACP Image Award nominations, an MTV Movie & TV Awards nomination for Best American Story, as well as multiple Teen Choice nominations, a People’s Choice Award for “Favorite New TV Comedy,” the Planned Parenthood “Maggie Award for Television,” and an IMAGEN Award for best Primetime Comedy in 2015 and 2016. Additionally, the show was named one of AFI’s Top Television Programs of the Year. She also executive produced the CW’s reboot of “Charmed” and the CBS medical drama “Good Sam” as well as “Flowers in the Attic: The Origin” for Lifetime. Prior to “Jane the Virgin,” Urman created “Emily Owens, MD,” also for the CW. Other credits include “Reign,” “Gilmore Girls,” “Men in Trees,” “Lipstick Jungle,” “90210,” and “Hope and Faith.” Additionally, she wrote the screenplay for the feature film “Something Borrowed” based on the Emily Giffin novel. Jennie Snyder Urman grew up in Rye, New York and graduated summa cum laude from Princeton University. She is married to Jamie Urman, a cinematographer, and is the proud (and tired) mommy to Theo and Poppy.

Nick Ellis ’14, spent his first year post-graduation as a Princeton in Asia teaching fellow in Chiang Mai, Thailand before moving to Los Angeles to pursue a career in screen and television writing. He spent his first several years as an SAT tutor, but now works as the Creative Executive to Oscar-nominated screenwriters Andrea Berloff and John Gatins in their overall filmmaking deal at Netflix. Nick is one of the officers of Princeton in Hollywood and has several of his own writing projects currently in development.