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FINAL DRAFT, INC. SNATCHES UP WEB SERIES *SCRIPT COPS* WRITTEN AND DIRECTED BY SYNTHETIC'S SCOTT RICE

MAY 19, 2011 – "Write good." That's the dubious mantra given to writers in *Script Cops*, a web series written and directed by Synthetic Pictures' Scott Rice for screenwriting software powerhouse Final Draft, Inc. The hilarious *Cops* parody follows officers who track down screenwriters for disregarding basic storytelling principles, indulging in clichés, and delivering unsolicited pitches, among other serious offenses.

The 14-episode deal with Final Draft, Inc. is a re-issuing of *Script Cops*. The project originated as a short film. After a whirlwind festival run and a number of awards, *Script Cops* became a hit web series for Sony Pictures' Crackle.

Final Draft plans to release a new episode with each mid-month newsletter. Alejandro Seri, Final Draft's Director of Marketing and Communication, is watching the numbers closely, believing the series will spawn more branded content for Final Draft in the future. "Scott found an entertaining and visual way to shed light on the areas that most writers can improve upon. It fit with Final Draft's effort to guide writers in a positive and constructive manner and this is a great way to get that message out there," Seri says.

Rice's uncanny ability to elicit naturalistic performances in broad comedy situations is on full display in *Script Cops*. "I think it appeals to our collective frustrations and joys as screenwriters," Rice says of the show's playful, cheeky tone. "The audience is niche, mostly filmmakers, so we could be pretty obscure with the writing references. Which is great. I love watching something and feeling like, 'Hey, someone speaks my language.' It's like getting an inside joke." The result is a funny, action-packed showcase of memorable branded content that's sure to entertain even the surliest of writing veterans.

800 535 3033 SyntheticPictures.com**LOS ANGELES AUSTIN NEW YORK CITY**

FULL CREDITS

SCRIPT COPS Episode 1: Drop the Script

<http://www.finaldraft.com/products/final-draft/branded-videos.php>

SCRIPT COPS: The Short Film

<http://www.syntheticpictures.com/c/627>

Final Draft Newsletter

<http://www.finaldraft.com/company/news-and-events/newsletter.php>

Title:

Script Cops

Product:

Screenwriting Software

Client:

Final Draft, Inc.

Production:

Scott Rice Films, LLC

Director – Scott Rice

Writers – Scott Rice & Austen Menges

Additional Writing – Bradley Jackson

Executive Producers – Scott Rice & Austen Menges

Line Producers (season 1) – Chad Darbyshire, Charles Mulford

Line Producer (season 2) – Chris Ohlson

Camera (season 1) – Rick Diaz, Robert Garza, Dan Parsons

Camera (season 2) – PJ Raval, Jeremy Rodgers

SFX Makeup – Shannon Burnett

Costumes – Sarah Mosher

Art Director – Jonn Cherico

Post:

Menges Productions

Editor – Austen Menges

VFX – Lucas Martell, Brandon Thomas

Sound Mix – Graham Davidson