



FLY SCOOT. SA

HOME

NEWS

PROGRAMMING

PAY TV

REVIEWS

RATINGS

TV LOUNGE

ABC

Seven

Nine

TEN

SBS

## WA TRIO HAS THE WRITE STUFF

By David Knox on February 27, 2014 / Filed Under [News](#) 0

Western Australian production company, Mad Kids, are one of 25 producers making comedy shorts for ABC's iview comedy initiative, *Fresh Blood*.

Henry Inglis, Lauren Elliott and Matt Lovkis will represent WA, receiving a \$10,000 production budget to produce three, 2-5 minute short form comedy sketches called *The Write Stuff with Noel and Carl Pennyman*.



*The Write Stuff* is described as a series of woefully misguided educational videos created by two 'hack' Hollywood script doctors, Noel and Carl Pennyman. The brothers are both taking time off from their gruelling divorce proceedings and putting their energy into turning Hollywood 'wannabes' into 'HAS-beens!'

It will be written, directed by and starring Inglis and Lovkis and produced by Elliott.

"We cannot wait to bring two of our most ridiculous characters to life! Matt, Henry and I are passionate about producing fresh, original, comedy content in WA and we love working in the digital space, so we're thrilled to be given the opportunity to debut our latest project on ABC iview," said Producer, Lauren Elliott.

With co-creator Aaron McCann the trio have previously produced *Henry & Aaron's 7 Steps to Superstardom* (2011), *It's A Snap!* (2012), *Henry & Aaron's ABC2 Christmas Special* (2013) and viral hit *Set Yourself Free*, which achieved international press and over 16 million YouTube hits.