

EMMY AFTERNOON PROFESSIONAL DEVELOPMENT WORKSHOP

Join the talented and renowned NBC Today Show Feature Correspondent Mike Leonard for the “ART OF THE STORY” workshop. A consummate storyteller, Mike has been writing, producing, directing and editing his stories from the road for years, long before it was fashionable or in the job description.

In his 20-plus years with Today, Leonard has created wryly observant video feature stories on the often-overlooked aspects of everyday life. Leonard’s talent for sniffing out the smaller, more obscure stories is what makes his work so much fun. “I’ll usually tend to do something nobody’s ever done or will do,” he says.

In this workshop Mike will cover a variety of issues concerned with finding unique story angles, beating the competition, avoiding cliché’s, choosing the best visuals, obtaining the most colorful and informative sound bites or quotes, balancing humor with truth, writing to pictures, overcoming production obstacles, developing a writing style, making any subject relatable to any audience, enhancing the story with innovative editing.

The workshop is free for those attending the EMMY GALA that evening!

“The Art of the Story” Workshop

Saturday, October 3rd

1:00 – 2:30 PM

Renaissance Grand Hotel

Majestic Ballroom Salon Rooms: F-H

Open to the public:

Free for those attending the EMMY GALA (included in the price of EMMY ticket)

\$35.00 General Admission (without EMMY ticket)

\$10.00 Students

RSVP after August 31 at www.emmyid-america.org

In praise of Mike Leonard’s recently published book “The Ride of our Lives: Roadside Lessons of an American Family”

“Mike Leonard is a national treasure and his touching, hilarious, instructive account of a loving road trip with his parents and children should be required reading in every family. I’m sending it to all my children so they can share the laughs and the tears.

-Tom Brokaw, author of The Greatest Generation

Mike Leonard has generously invited the rest of us along for a ride aboard his land yacht, the “S.S.Fiasco.” And what a ride it is. Profound and profoundly funny, Leonard takes us on a journey deep into the heart of his family. He has been blessed with

characters who are as bizarre, maddening, unpredictable and hilarious as any dreamt up by Hollywood — and they are his real-life parents! “The Ride of Our Lives” reads like intimate dispatches from your funniest friend, and is as touching and whimsical as a series of home movies unspooling from an American childhood.

-Amy Dickinson, syndicated advice columnist, “Ask Amy”

For more information, please contact:

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