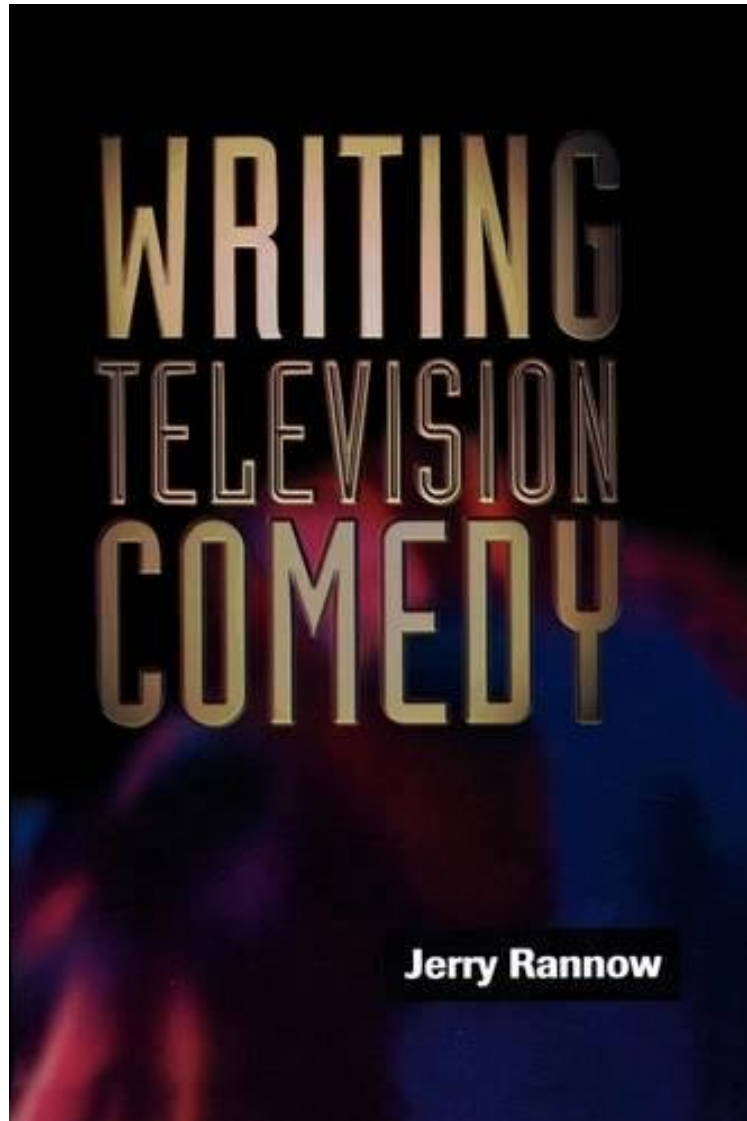


Writing Television Comedy

Jerry Rannow

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Jerry Rannow : Writing Television Comedy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Writing Television Comedy:

0 of 0 people found the following review helpful. I loved it! It's very informative By Carolyn I loved it! It's very informative, but the author keeps it funny and easy to read. I feel like I know a lot more about how the business works after this 2 of 2 people found the following review helpful. Good but there could be more By VI wish there was more in this book about script formats and script notes then just what's funny and what's not. Many good points are made but

the examples are outdated and focus on shows from the 70's and 80's, which may be tough for a younger reader to relate. 15 of 15 people found the following review helpful. One Of The Best "How To Write" Books -- Ever! By Wayne Van Dien Having written professionally for thirty-plus years, I've read dozens of books on "how to write." They range from the sublime to the ridiculous, and only a relative few have been -- and continue to be -- helpful. Jerry Rannow's delightful *Writing Television Comedy* is a welcome addition to my bookshelf, not because I'm interested in writing TV comedy but because it helps me WRITE -- period! While the book does target the aspiring sitcom writer, it also offers valuable tips and inspiration for ALL writers. I often struggle with so-called writer's block, and Rannow's book provides me with several different techniques for breaking through it. The chapter entitled *Managing The Story Muscle* is particularly helpful, but I can open the book almost at random and find a jump-start to get me going. Sometime's it's just a reminder, like: "So-called writer's block is simply FEAR, but when you sit down and concentrate and focus on the story at hand, you erase that fear." And sometimes I discover that the problem was in my plot, or a character wasn't ringing true. The book also reminds me of ways to look for the humorous aspects of life, because I frequently use humor in my own writing: in radio and TV spots, print ads, newspaper articles, and the novel I'm currently completing. So if you're already a paid professional or still a wannabe writer, I highly recommend Jerry Rannow's book. It really IS well worth the price, and a whole lot more!

Veteran television writer/producer Jerry Rannow gives aspiring and experienced comedy writers a humorous and eye-opening guide to conceiving, writing, and marketing a winning TV sitcom. Drawing on more than twenty-five years' experience, he tells how to construct a story outline, structure and format scripts, develop character and dialogue, pitch to producers, collaborate with other writers, and work with network and studio executives, producers, directors, agents, writers, and stars. Full of laughs and profitable tips for making a living in the business, this book is an invaluable tool for any writer who wants to break into TV comedy. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

"Jerry Rannow captures the essence of the battlefield of 'sitcom' hell. It's a world of angry people creating humor. He's run the gauntlet and survived. A very funny book by an insightful professional." (Gary Cosay, founding partner, United Talent Agency) About the Author Jerry Rannow began his show-business career as a professional actor and then moved on to writing and producing for such popular network television series as *Happy Days*, *Welcome Back, Kotter*, *Love Boat*, and *Head of the Class*. He has won exclusive contracts to develop television series for ABC Network, Columbia Pictures, and Twentieth-Century Fox, and has taught humor and television writing at the University of Wisconsin. He now heads his own communications company, the Write Connection, out of his hometown of Racine, Wisconsin.