



Writing Television Comedy

By Jerry Rannow

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Writing Television Comedy By Jerry Rannow

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.

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Editorial Review

Review

"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.

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