



# Reality Check: The Business and Art of Producing Reality TV

*Michael Essany*

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## **Reality Check: The Business and Art of Producing Reality TV** Michael Essany

Do you have a concept for a reality TV show, but aren't sure about the next steps? Loaded with practical, step-by-step advice on the art and business of reality TV producing, and featuring insights from Mark Burnett, Dick Clark, and other top producers, **Reality Check** takes you from idea to...reality! At age 13, Michael Essany launched a lowly cable access TV talk show from his parents' basement in Valparaiso, Indiana. Fast forward to 2001, and Michael had turned his little talk show, *The Michael Essany Show*, into a multimillion-dollar project that quickly became one of the most talked about reality television shows. If Michael can do it, so can you. But be prepared for a lot of hard work and a few reality checks. This book includes compelling advice on how to:

- \* Better understand the nature, complexities, and potential of the reality genre
- \* Physically produce original reality programming
- \* Get past the gatekeepers and deliver quality pitches to major networks and production companies
- \* Legally protect yourself, your work, and your intellectual property
- \* Learn from glories and the gaffes of those who toiled before you
- \* Utilize the internet and other multimedia outlets to create and generate revenue from reality programming
- \* Avoid the professional pitfalls of the reality TV industry
- \* Parlay reality television projects into a successful and enduring career

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