

FOR IMMEDIATE RELEASE



## ‘PRODUCER’

LARRY KING LIVE EXECUTIVE PRODUCER WENDY WALKER TALKS 30 YEARS IN TELEVISION

It’s sunrise on the west coast and Senior Executive Producer Wendy Walker thinks she has that evening’s *Larry King Live* show wrapped up with Ann Coulter, Donna Brazile and Elizabeth Edwards. Then she finds out Farrah Fawcett has died. Show #1 is scrapped in favor of another about the actress. Hours later, rumors are swirling about Michael Jackson. Show #2 turns into Show #3, which combines both figures. At 3 p.m., three hours before show time, Walker gets confirmation of Jackson’s death. She goes into hyperdrive to plan Show #4, a last-minute feat that becomes a two-hour, star-studded feature on Jackson.

That’s all in the space of a single workday. A breathless day-in-the-life, the vignette is also a compelling lead-in to Walker’s new book, *Producer: Lessons Shared from 30 Years in Television*. With it, Walker plunges readers into an insider’s world of giant news networks, White House press rooms and major news events, such as the attempted assassination of President Reagan, the US/Soviet summit, the Scott Peterson murder case, the O.J. Simpson trial, the Bush/Clinton presidential campaign, the controversial Al Gore/Ross Perot debate and the tragedy of September 11, 2001.

Though loaded with anecdotes, provocative emails, show transcripts, scandals, memories and details about Walker’s working relationship with Larry King, *Producer* is more than just a travelogue documenting a 30-year trek through celebrity country. It also reveals the life and career strategies Walker learned from people like Ethel Kennedy, Yasser Arafat, Richard Nixon and Marlon Brando as she worked her way from selling suits at Brooks Brothers to becoming a 10-year CNN White House producer and later packaging the world’s biggest stories for *Larry King Live*.

In *Producer*, Walker pulls “hard-won” lessons from all stages of her career, such as learning to think on her feet when “asked to stay live for two hours after we had planned for only one” and developing the kind of preparation that helped her save Bill Clinton’s first televised presidential address. Tantalizing and practical, Walker’s insights add depth to an already compelling narrative and touch on everything from “working harder than anyone else” and “mentoring yourself” to “treating all people like the big people.”

Beginning with a foreword by Larry King and capturing the momentum of Walker’s unconventional career in television, *Producer* is a treatise on believing in yourself despite all odds. It’s also a portrait of her 16-year friendship with Larry King—a relationship that is the very representation of Walker herself: complicated, hard-working, serendipitous, big-hearted, practical and *real*. Readers will be breathless with Walker’s near-impossible exploits, but they’ll also be inspired as she proves again and again that anything is possible, anything at all, and that a “good, exciting, healthy life” is anyone’s for the taking.

### *Producer: Lessons Shared from 30 Years in Television*

Wendy Walker with Andrea Cagan

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[NAME]  
TITLE  
MEDIA ORGANIZATION  
ADDRESS  
CITY, STATE, ZIP



Dear [NAME],

Senior Executive Producer Wendy Walker knows what it takes to make a great story. She's spent the last 30 years creating some of the most remarkable, thrilling and history-making moments in television, both as a 10-year CNN White House producer and a 16-year producing veteran for *Larry King Live*. For Walker, spotting the sparks that will ignite into fascinating news stories has always been second nature. It's an ability bested only by her instinct for timing; Walker knows when to hold back and give a story the space it needs to unfold properly—and she also knows when to let it fly.

Fortunately for readers, the time is right for Walker to present her own story in ***Producer: Lessons Shared from 30 Years in Television*** (Center Street/Hachette Book Group, November 16, 2010). Her first book, ***Producer*** benefits from Walker's patience and her eye for a good story; in it, Walker looks back upon a decades-long career and culls from it an astonishing and often breathtaking narrative that gives equal measure to major events, such as the historic U.S./Soviet summit and 9/11, as well as the unconventional path Walker forged to become a power player in today's world of giant news networks.

*With anecdotes, provocative emails, scandals, show transcripts and insights into Walker's long working relationship with Larry King, **Producer** issues readers an invitation to listen in on the most intriguing conversations on the planet. But it also goes much deeper: **Producer** reveals what Walker learned as she worked her way from a Brooks Brothers sales job and a stint as Ethel Kennedy's private secretary to toiling in the White House's press rooms and packaging top stories for Larry King Live.*

A prominent figure throughout the book, Larry King also pens Walker's foreword. In it, King doesn't hesitate to state that "there is no better teacher than Wendy Walker." And this is what makes her instantly relatable to audiences everywhere; in addition to sharing her incredible stories of presidents and kings, celebrities and athletes, the charismatic and engaging Walker is also eager to share the "hard-won" life lessons she's learned throughout her career, such as:

- **Never freak out.** Even if your inbox overflows with 2,000 emails, you still have control.
- **Forget credit.** Don't wait for accolades. Let your work speak for itself, even if no one else does.
- **Think bigger than big.** Walker had no mentor or experience—and yet helped launch CNN.
- **Find gratitude.** It's easy to be grateful after a tragedy. But what if gratitude was a way of life?
- **Don't hang on to disappointment.** A grudge is only a memory. Forgive people.
- **Believe in the extraordinary.** The surprise at Walker's 50<sup>th</sup> birthday? Paul McCartney himself.

If you would like to have Senior Executive Producer Wendy Walker appear on your program to discuss ***Producer: Lessons Shared from 30 Years in Television***, please contact me. I will be in touch soon to discuss potential coverage ideas.

Best,  
*[Contact Block Redacted]*