

EMILY SIMON

writer/producer

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About Emily:

As a producer, what I do well is: research & screening, scheduling, managing production staff, hunting down & acquiring assets, talent relations & clearance, preparing & conducting on-camera interviews, creating “paper cuts” for edited material & assembling Avid rough cuts, selecting music, hiring graphic & voiceover artists, distributing & tracking client feedback, managing asset & rough cut delivery.

As a writer, what I do best (and love to do most) is write stories in a particular voice. Over my 25-year career, I've written for Carol Burnett, Vicki Lawrence, Cher, Dolly Parton, Robert Klein, Don Rickles, Tim Conway, and Disney/ABC Television Group talent & corporate divisions. I like to study and understand the tone - of a star, a show, a brand, a network, etc - and write targeted, effective copy that feels like natural, engaging storytelling.

Summary Work History:

1999 - 2003 Staff Writer/Producer, Idea Asylum Productions, Inc.

2003 - 2023 Freelance Writer/Producer

Detailed Work History:

Writer/Producer, ABC Affiliate Marketing

- 25-time Television Critics Association Green Screen Room producer
 - Delivered recorded promos to ABC affiliates after 2-day press tour
 - Edited on-air promo submissions from over 200 ABC Affiliate stations
 - Rewrote scripts under tight deadline to meet requirements of talent PR teams
 - Scheduled live shoots with ABC talent (anywhere from 12-40 people over the course of a 10-hour day)
 - Created and coordinated a flexible, talent-responsive shooting schedule
 - Oversaw post-production and delivery of 200-400 promotions to local and international affiliate stations
 - Demonstrated flexibility, responded to talent needs and schedule requirements

Sample highlight:

During the 2007 writers' strike, I had to create an hour's worth of material we normally would have pulled from clips, without being a scab. Tom Bergeron heroically hosted the entire presentation while referring to a giant animated schedule we added in post.

- ABC Affiliate Marketing and Promotion Annual Meeting
 - wrote and produced meeting content, for ABC executives and key on-air talent

Writer/Producer, Disney Educational Productions

- “Disney's The American Presidents” DVD Collection
 - Researched and wrote over 30 3-5 minute animations, produced and delivered voiceover, managed client feedback, and oversaw graphic design and post-production

Writer/producer, Time Life Video

- Collections: *Fat Albert, The Muppet Show, Monty Python's Flying Circus, The Dick Van Dyke Show, Beavis & Butthead, South Park, Ren & Stimpy, Living Single*
 - Wrote & produced short-form Direct-response television advertising
- Collections: *The Ed Sullivan Show, The Andy Griffith Show, The Donna Reed Show, The Andy Williams Show, Hee Haw, All In The Family, Saturday Night Live, Def Comedy Jam*
 - Wrote & produced long-form direct-response television advertising, digital advertising & promotion
- Collections: *Motown 25: Yesterday Today Forever, Mama's Family, The Wonder Years, Ozzy & Harriet, Laugh-In, Dallas, The Carol Burnett Show, Bing Crosby, Bob Hope, Dean Martin, Red Skelton, Jack Benny, Johnny Carson, Jackie Gleason, Lucille Ball, Cher, Dolly Parton, Flip Wilson, Robin Williams, George Carlin, Richard Pryor*
 - Partnered with Time Life on content acquisition, assembly & production, wrote & produced long-form direct-response advertising, digital advertising & promotion, and produced value-added material including featurettes & interviews.

Sample highlight:

I've been in the "Carol Burnett business" for 11 years now (notable to me because that's how long *The Carol Burnett Show* aired) and I've produced 7 shoots with her, writing the copy for each, as well as interviewing her multiple times and creating the surrounding bonus material on 3 DVD collections. This led me to producing packages for Carol's career retrospectives on NBC & CBS, and spending a day shooting with Tim Conway on Hollywood Blvd. Yes, Carol is as wonderful as she seems.

Writer/producer, Time Life Video.

- *The Carol Burnett Show, Dallas, Mama's Family, The Wonder Years*
 - Cast Reunions

Sample highlight:

The Wonder Years was long-awaited and was therefore "trending" for quite a while.

- <https://www.today.com/popculture/wonder-years-cast-has-photo-filled-reunion-2d79730861>
- <https://ew.com/article/2014/05/29/throwback-thursday-the-wonder-years-reunion/>

Writer/Producer, Network On-Air Promotions

- ABC TV - *Politically Incorrect with Bill Maher*
- FX Cable Network - *The X-Show, Macho Movie*, sundry other network-branded programming.
- SOAPnet - *Sunday Night Movie* weekly movie series
- The Disney Channel - *That's So Raven* series launch
- HBO - Golden Globes & First Look Buzz promos
- Carsey-Werner-Mandabach - *That 70's Show* syndication launch

Sample highlight:

I was working the ABC *Politically Incorrect* promo desk on 9/17/01, during the live taping when Bill Maher made comments about the 9/11 attacks that led to advertiser protests and the show's eventual cancellation. We did not use those comments in the promo that night.

Writer and/or Producer, Corporate Sizzle, Sales & Highlight Reels

- *Fear Factor* (syndication)
- Southwestern Law School
- UCLA Project Welcome
- Disney/ABC Television Group, Corporate Citizenship & Social Responsibility
- *The Taurus World Stunt Awards*
- *Real Time with Bill Maher*

Writer/Producer, Long form Direct-Response Advertising

- Warner Brothers' Classic Batman '66 Collection, hosted by Adam West

Sample highlight:

We re-built the Batcave & rented one of George Barris' original Batmobiles. It was awesome.

Writer, Carol Burnett-hosted Clip Shows and Promotional Campaigns

- Shout! Factory TV's Live 24/7 *The Carol Burnett Show* Channel
- *The Carol Burnett Show: Carol's Favorites* (PBS)

Producer, Clip Packages

- *The Carol Burnett Show's 50th Anniversary Special* (CBS)
- *Carol Burnett: 90 Years Of Laughter + Love* (NBC)

Editor, Featurettes

- Paramount, *Twin Peaks* Gold Box DVD set

Writer, Animated Educational Videos

- ABC Mouse