

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Finding Purpose: Unveiling the Soul of Storytelling

Positive Media Productions proudly announces the release of the highly sought-after book, **The Story of The Story: *How to Kidnap Your Audience***. It is a true masterclass on how to write compelling stories with riveting narratives.

About the Author:



In Memoriam: Celebrating Lawrence Kurnarsky and his Lasting Legacy with his new book, *The Story of The Story: How to Kidnap Your Audience*.

It is with profound sadness that we announce the sudden passing of Lawrence Kurnarsky, a luminary in the world of storytelling. While the literary community mourns this great loss, Lawrence Kurnarsky's masterpiece, *The Story of The Story*, stands as a testament to his unparalleled genius and commitment to the art of narrative.

Lawrence Kurnarsky is an award-winning writer and director with over twenty-five years' experience. He has written novels, original scripts, short stories, and articles. As a sought-after A-list ghostwriter and consultant, he has rewritten and revised over fifty screenplays and adapted novels and short stories for the screen. Larry is highly regarded as a director of features, documentaries, promos, branding videos, advertisements, as well as corporate and educational media products. In addition, Larry has taught film in trade schools and has guest-lectured at universities about the love of his life, storytelling. He has shared his expertise in storytelling at numerous screen-writing seminars. He has collaborated with CBC Canada, National Film Board, Gotham Metro Studios, Mountain Top Production, HBO, and BBC, among others.

About the Book:

In a world drowning in formulaic stories, *The Story of The Story* emerges as a beacon for storytellers seeking a genuine connection with their audience. The book underscores the importance of theme-driven storytelling, positing that understanding the 'why' or the theme of a story is the key to mastering the art of intuitive and genuine narrative.

Unlike conventional how-to manuals that merely scratch the surface, *The Story of The Story* delves deep into the ethos of storytelling. It emphasizes that just as reading a jumbo jet's manual doesn't qualify one to fly it, simply reading about storytelling mechanics won't produce

The Story of The Story offers invaluable insights for writers and content creators in a rapidly evolving digital landscape. In emphasizing the art of AI-proof storytelling, the book assures that genuine, theme-driven narratives will always have a unique place, unaffected by the onslaught of technology.

Every storyteller embarks on a journey and this book is the compass that directs one to the essence of powerful storytelling, ensuring the narrative remains timeless, genuine, and impactful.

For those passionate about storytelling and eager to harness its true power, this book is a must-read.

What People Say About the Book:

"The Story of The Story is one of the most insightful and ingenious books on the subject. It's chock-full of effective advice for any writer! LK by far is the best in the business." Says Michael Lasky, Film Producer.

"A brilliant book with lots to say and lots to offer to anyone who is serious about writing and becoming a good writer." Says Austin Rand QuickRead Publishing.

"This isn't just a book; it's a toolkit for anyone eager to leave a lasting impression on their audience." Says John MacCamond, writer.

"Money well spent! His objectivity is as merciless as a ruby laser beam. He cuts through the BS to the essence with more ease than any screenplay advisor in the business." Says J. Watson.

Book Launch and Availability:

The Story of The Story: How to Kidnap Your Audience will be launched online on Amazon KDP and all other popular platforms in **November 2023**.

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Link to Lawrence Kurnarsky's Video on Why You Should Read This Book:

<https://youtu.be/qlGMLJc18g?si=FX-m93jhpTUICfsj>

Excerpt From *The Story of The Story: How to Kidnap Your Audience*:

Why do you need to read this book? Because this book provides insight most others do not. They mostly function as how-to manuals, which is not enough. You have as much chance of telling a great story just by reading a manual, as you do of flying a jumbo jet, just by reading its manual.

This book homes in on the 'why' of storytelling. It does function as a how-to manual, but this one is more concerned with 'purpose'. Another term for the purpose of a tale is its theme. Theme is where a story gains a soul. Theme is why a tale needs telling. It's the only justification. You need to understand that, or you will write yourself into a dead end.

Quite simply, if a tale needs telling, there is reason, there is a purpose, there is a theme, or a number of related themes.

There will be an internal logic that emerges out of that understanding. Once you comprehend the internal logic, the storytelling mechanics seem intuitive. The story reveals itself organically, almost as if you are channeling it. Characters seem to speak on their own. Writing a story feels like taking dictation.

That only happens at what I would call the "quantum atomic level of storytelling", where the force that binds all the story elements together co-exists with the force that propels a tale in a direction that moves audiences – not only emotionally, but toward actually understanding life. We call that wisdom. This book helps you access that level.