



Established 1933 To Encourage The Craft

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FOR IMMEDIATE RELEASE:

“Telling Someone Else’s Story” February Meeting Topic for Ventura County Writers Club.

Author Michael Arkush will discuss how he wrote books with Sugar Ray Leonard, former Lakers coach Phil Jackson, and 1964 U.S. Open champion Ken Venturi

(Ventura, CA—January 22, 2012) What does it take to write about the life of another person? How do you collaborate with them on telling their story? Oak View resident Michael Arkush has written ten books, including three New York Times Best-Sellers (Rush! an unauthorized biography of Rush Limbaugh; The Last Season, a collaboration with ex-coach Lakers’ coach Phil Jackson on the turbulent 2003-2004 season; and The Big Fight, boxing legend Sugar Ray Leonard’s memoir.) At the February 14th club meeting he will discuss his writing process from initial idea through promoting the finished book.

A life long fan of boxing, Arkush spent nearly two years researching and working with Sugar Ray Leonard on “The Big Fight: My Life In and Out of the Ring,” including hours sitting with Leonard and watching his old fights. As their collaboration moved forward, Arkush worked with Leonard to confront the abuse he suffered as a child. Leonard has stated in interviews that experience of telling his full story freed him from years of emotional baggage.

“Having a passion for the topic is vital,” Arkush said.

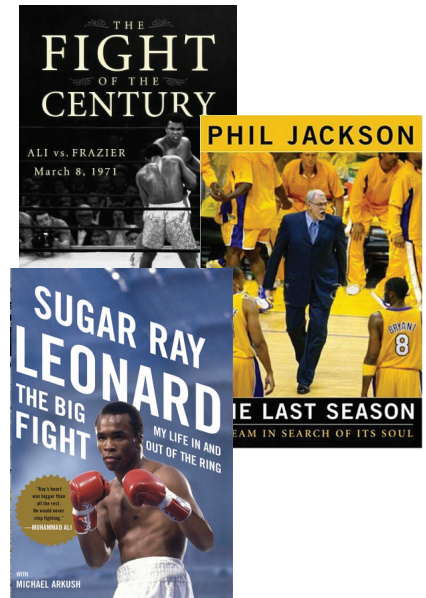
“When you write a book, it can take a year or two so you must love the subject or why are you spending this much time researching it?” On the Leonard project, Arkush spent time researching the boxer’s history including trips to his childhood home in Maryland. “Seeing the locations where he grew up, meeting the people who knew him as a young boy, that adds to the quality of the story you tell.”

Additionally, planning the interview process and conducting interviews is vital. Arkush will discuss how he does this, how he organizes other research, fact checking and then the actual writing of the book. Once it’s completed, he will discuss what he does to promote the book and try to make it a success.

Arkush, a former entertainment writer for The Los Angeles Times, has also written for the New York Times, the Washington Post, and Sports Illustrated. His other books include: an unauthorized biography Tim Allen Laid Bare; The Fight of the Century: Ali vx Frazier March 8, 1971; Fairways and Dream: Twenty-Five of the World’s Greatest Golfers and the Fathers Who Inspired Them; and, I Remember Payne Stewart: Personal Memories of Golf Most Dapper Golfer by the People Who Knew Him Best.



Author Michael Arkush and three of his best selling books.



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