



GARRISON KEILLOR

THE MAN ON THE RADIO
in the
RED SHOES

SYNOPSIS This freeform, intimate look at America's foremost humorist and commentator goes behind the scenes of the popular radio show *A Prairie Home Companion* and inside the imagination of the man who created it. Over one year of filming has resulted in an unusual portrait that cannot be defined by the standard terms of chronological biography: the subject himself is an enigma, and the fictional world he has created has become a real place in America—Lake Wobegon. Keillor single-handedly revived the art of live radio for generations of fans by creating an on-stage world that deeply resonates with his audiences. In the best tradition of Will Rogers and Mark Twain, Keillor mixes storytelling and humor to give us a lighthearted but deeply felt reflection of ourselves.

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NEW RELEASE: DOCURAMA

GARRISON KEILLOR: The Man on the Radio in the Red Shoes

A rare, intimate look at the American legend

- Premieres on PBS's *American Masters* on July 1, 2009, following festival screenings nationwide.
- The *A Prairie Home Companion* radio show is heard by 3.9 million listeners every week, and the 2006 Robert Altman film starring Keillor and Meryl Streep grossed over \$20 million domestically.
- Keillor's books consistently top the NY Times Best Seller List; in 2009, he'll publish two new hardcovers, an audiobook of sonnets, and a paperback edition of his 2008 Lake Wobegon novel.
- 2009 will be Keillor's 40th year in radio, and July marks the 35th anniversary of *A Prairie Home Companion*'s inception (July 6, 1974).
- Grassroots marketing outreach will target fans of Keillor, *A Prairie Home Companion*, and NPR, including email blast to 2 million members of the Prairie website and insertion in 20K programs at performances in LA and Tanglewood.
- PR campaign will target outlets that speak to Keillor fans, such as NPR, The New Yorker, and Salon.com.

PRODUCT INFORMATION

DVD FEATURES: Deleted scenes; an afternoon with Garrison Keillor

SRP: \$26.95 U.S., \$29.95 CAN
FORMAT: Single
PACKAGING: Standard Amaray
LENGTH: Approx. 86 mins + extras
GENRE: Documentary
YEAR: 2008

NOTES: n/a

LANGUAGE: English
COLOR: Color
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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