

FOR IMMEDIATE RELEASE
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ESW'S OWN MOUSEKETEER DAD TELLS "TAILS" ON E! CHANNEL

Where does "the leader of the club that's made for you and me" work? E-X-E-C-U-T-I-V-E
S-P-E-A-K-W-R-I-T-E!

Steve Clements, Executive Speak/Write's oral communications expert, recreated the classic 50s TV show "Mickey Mouse Club" for the "hip hop 90s" and executive produced the show from 1989-1991. Now he tells backstage stories about this iconic version on the E! Channel's "True Hollywood Stories."

Grab your popcorn and tune in when Steve appears in the premiere airing of E! Channel's documentary "MMC," Saturday, June 9, from 5:00PM-6:30PM talking about the show that launched Keri Russell ("Felicity" and the new film "Waitress"), the boys from 'N Sync, Oscar nominee Ryan Gosling, singer Christina Aguilera, and singer/tabloid queen Britney Spears. (Other airings to follow.)

Remember, this is the guy who can tell thousands of tales of life as the Mouseketeer dad including:

- Just how do you create a daily national television show working with 24 pubescent teen Mouseketeers, over 150 staff members, perfectionist Disney executives as well as a hard-of-hearing head of Standards and Practices and the never-allowed-to-speak Mickey Mouse?
- What is it like to have nearly a quarter of a million tourists a day tramping by as you rush to get a show produced?
- Is the "pushy stage mother" concept really a myth? (Answer: Definitely not!)

Clements also created and produced "Hour Magazine," with Gary Collins and "Body by Jake," and was a writer for "Welcome Back, Kotter," "Three's Company" and "Dinah!," the talk/variety series with Dinah Shore—a total of 3000 hours of television. For Executive Speak/Write, Clements uses his skill in training television hosts and guests such as Collins and Jake Steinfeld, along with Bob Goen, Pat Sajak, Wolfgang Puck and "Parade" medical editor Dr. Isadore Rosenfeld among dozens, to put executives at ease when speaking at the lectern, on websites, during teleconferences and for media interviews.

For more info, great stories or how Steve can train you, give us a call at 404/252-6187 or write Steve at stevec@execspeakwrite.com. See ya' real soon!