

Documenting Life Stories as Real Journalism

Award-winning broadcaster launches *Legacies and Leadership*



PHOTOGRAPHY: INTERVIEW IMAGE BY T.J. GENCARELLI; AWARDS PHOTO BY RAY FRYE

Above: Entrepreneur David McCourt discusses his book *Total Rethink* with Hoffman.



Above: The New York Press Club named *CEO Radio* "Best Business Radio Broadcast" in 2012 and 2015.

How do you bring life stories to life? "You start," says award-winning broadcast journalist Ray Hoffman, "by recognizing that most lives well-lived *are* interesting. You just have to know what kind of questions to ask, and then let the conversation flow."

Inspired by the countless examples of good character and good decision-making in his interviews with entrepreneurs and business leaders—"stories too good not to be documented," Hoffman is taking on his own entrepreneurial role. His venture, known as *Legacies and Leadership* (legaciesandleadership.com), produces

broadcast-quality video biography conversations for personal and corporate use.

Hoffman documents the lives and achievements, the lessons learned, the legacies, of people from all walks of life—creating a personalized record that can be shared with family, friends and associates for years to come. "I've spoken with some people who have documented their legacies in a book," Hoffman says, "and each has come to the realization that almost no one is likely to ever read it. But a high-definition video is more readily enjoyed, and learned from, over and over." He designs each well-researched biography to "show you as you are—your mannerisms, your inflections—in an easy, relaxed setting. That's