



**Better Said Than Done, Inc., Press Kit**

**Better Said Than Done**  
*Storytelling in Northern Virginia*

**Better Said Than Done, Inc.**, is a community of professional storytellers. We produce themed storytelling shows throughout Northern Virginia and beyond, featuring experienced performers from our team of storytellers. With stories ranging in length from 7-10 minutes, the shows are energetic, engaging, and highly entertaining. They may be funny, poignant, silly, or unbelievable, but they will convince audiences that *life is better in the telling*.

**Better Said Than Done** defines storytelling as the art of performing a true, personal story in front of a live audience. Our stories are personal. Each storyteller writes about his or her own experiences. They are true, though like every good story, they sometimes come with enhanced details. And they are a *story*, meaning they have a beginning, middle, and end. Most importantly, storytelling is a performance, an art, a form of entertainment, and, from our mouths, a reality the audience will not forget.

Every show **Better Said Than Done** puts on is unique. We develop creative, relatable themes around which the storytellers perform. Our talented, well-known performers have appeared at venues throughout the area, including Jammin' Java, Franklin Park Performing Arts Center, and Epicure Cafe, and have participated in the Capital Fringe Festival, DC SWAN Day, TEDx, SpeakeasyDC, Story League, and Fan-Freaking-Tastic.

We also work to develop new talent and continue the art of storytelling. In addition to the stories offered by our experienced performers, each show includes a first-time teller segment, bringing one to three newcomers to the stage. In order to cultivate storytelling further, we offer workshops, helping students who have never performed a story before and regular storytellers alike learn to tell stories that are engaging and real.

**Better Said Than Done, Inc.**, was launched in May, 2011 by **Jessica Piscitelli**, to bring the art of storytelling to Northern Virginia. Our audiences range from 50 – 100 people on average.

**For more information:**

Jessica Piscitelli

571-334-8652

[stories@bettersaidthandone.com](mailto:stories@bettersaidthandone.com)

[www.bettersaidthandone.com](http://www.bettersaidthandone.com)



**Better Said Than Done, Inc., Press Kit**

**Better Said Than Done Fact Sheet:**

**Name:** Better Said Than Done

**Overview:** Better Said Than Done is a community of professional storytellers who write and perform energetic, engaging, and highly entertaining storytelling shows. We produce themed shows throughout Northern Virginia and beyond, featuring true, personal stories from our experienced performers. We also offer workshops designed to help storytellers of all experience levels learn how to craft a good tale.

**Phone:** (571) 334-8652

**E-mail:** [stories@bettersaidthandone.com](mailto:stories@bettersaidthandone.com)

**Website:** [www.bettersaidthandone.com](http://www.bettersaidthandone.com)

**Videos:** [www.youtube.com/user/BetterSaidDone](http://www.youtube.com/user/BetterSaidDone)

**Facebook:** [www.facebook.com/BetterSaidThanDone](http://www.facebook.com/BetterSaidThanDone)

**Twitter:** [www.twitter.com/BetterSaidDone](http://www.twitter.com/BetterSaidDone)

**Director & CEO:** Jessica Piscitelli

**Founded:** 2011, incorporated in Virginia as Better Said Than Done, Inc.

**Current Performers:** [www.bettersaidthandone.com/meet-the-tellers/](http://www.bettersaidthandone.com/meet-the-tellers/)

**Performance Venues:** Jammin' Java  
Franklin Park Performing Arts Center  
Epicure Café  
Reston Walker Nature Education Center

**Workshop Leaders:** Jennifer Luu, storyteller and life coach  
Jessica Piscitelli, storyteller, writer, commentator  
Adam Ruben, storyteller, comedian and author  
Anna Marie Trester, storyteller, improv artist

**Awards:** Voted one of Virginia's Best Performance Acts 2012,  
*Virginia Living Magazine*

**For more information:**

Jessica Piscitelli

571-334-8652

[stories@bettersaidthandone.com](mailto:stories@bettersaidthandone.com)

[www.bettersaidthandone.com](http://www.bettersaidthandone.com)



**Better Said Than Done, Inc., Press Kit**

**Better Said in NoVa Than Done Elsewhere**

*Storytelling Group Better Said Than Done Announces Upcoming Shows*

August 28, 2012 - FOR IMMEDIATE RELEASE – Following its sold out August performance, storytelling group **Better Said Than Done**, featuring some of the area’s most talented performers and writers, announces its September and October shows. Both “Traveling Man - journeys, pit stops, and the beaten path,” will be presented on Saturday, September 29, 2012. On Saturday, October 27, 2012, Better Said Than Done will perform “Where the Wild Things Are - parties, monsters, and crazy times.” Both shows are at Epicure Cafe, 11213A Lee Highway, Fairfax, Virginia, at 7 PM; doors open at 6 PM and tickets are \$10. For more information, visit [www.bettersaidthandone.com](http://www.bettersaidthandone.com).

**Better Said Than Done** has recently booked a recurring storytelling show every month, the last Saturday of the month, at Epicure Café. Better Said Than Done sold out our August 25<sup>th</sup> show, “Sex, Love and Relationships.” The true and personal stories, performed by eight storytellers, covered such diverse topics as buying that first condom to saying goodbye to a loved one.

Mike Baireuther, one of the night’s storytellers, had this to say about the show: “Epicure Cafe is a wonderfully intimate performance space, and it’s a great place to grab a bite. This was my first Better Said That Done show, and it had the perfect kind of casual and open-minded atmosphere that makes the show fun for both the performers and audience members. Jessica Piscitelli, the host for the night, did a great job coordinating the event, orchestrating a show with diverse and talented story tellers. I can’t wait to go back next month. “

Next up on the docket for Better Said Than Done is a theme geared towards what hopefully most of us got to do with our summer vacation - travel. “Traveling Man” will feature stories about journeys, pit stops, and the beaten path. This show will be part of Better Said Than Done’s last Saturday of the month series at Epicure Cafe, 11213A Lee Highway, Fairfax, Virginia. The show will start at 7 PM, on Saturday, September 29, 2012. Doors open at 6PM. Storytellers include: Mike Baireuther, Cara Foran, Katie Kelly, Diana Metzger, Miriam Nadel, Jessica Piscitelli, Jeremy Strozer and Michael Zhuang. Additionally, **Better Said Than Done** welcomes first time teller Mattie Cohan to the stage.

Better Said Than Done returns to Epicure Cafe for a 7 PM show on Saturday, October 27, 2012. “Where the Wild Things Are” focuses on parties, monsters and crazy times. Doors open at 6 PM. As always at Epicure Café, \$10 tickets are available for purchase at the door. A full dinner menu and full bar are available during the show. Seating is on a first-come, first-served basis.

**For more information:**

Jessica Piscitelli

571-334-8652

[stories@bettersaidthandone.com](mailto:stories@bettersaidthandone.com)

[www.bettersaidthandone.com](http://www.bettersaidthandone.com)



## Better Said Than Done, Inc., Press Kit

The show is intended for an adult audience. Storytellers include: Geraldine Buckley, Cara Foran, Jennifer Luu, Mel Harkrader Pine, and Adam Ruben.

**Better Said Than Done** defines storytelling as the art of performing a true, personal story in front of a live audience. Our stories are personal and true, but they are stories, meaning they have a beginning, middle, and end. Most importantly, we treat storytelling as a performance, an art, a form of entertainment, and, from our mouths, a reality the audience will not forget.

Adam Ruben, another Better Said Than Done storyteller, had this to say about his love of the art form: “Storytelling is a chance to take what we all love to do anyway – sitting around with our friends at the lunch table, saying, ‘You wouldn’t believe what happened to me last night,’ – and polishing it for public consumption.”

**Better Said Than Done, Inc.**, is a community of professional storytellers. We produce themed storytelling shows throughout Northern Virginia and beyond, featuring experienced performers from our team of storytellers. With stories ranging in length from 7-10 minutes, the shows are energetic, engaging, and highly entertaining. They may be funny, poignant, silly, or unbelievable, but they will convince audiences that *life is better in the telling*.

Jennifer Luu adds, “As a native Virginian, the most prevalent difference for me between BSTD and other storytelling groups is that BSTD aims to give Virginians something to do right in their own backyards. It seems to be a foregone conclusion that to have ‘fun,’ you have to go to DC or other more urban hubs, so I love that we’re taking a stand for good entertainment in the land of suburbia – where parking is easier to find.”

**Epicure Cafe** is a family-owned cafe, gallery, and music venue in Fairfax, Virginia with tasty food, beer and wine, coffee drinks, and outdoor hookah. The community cafe features various creative events that fill every night of the week, including wonderful musical acts, local art exhibitions, open mics, poetry readings, comedy, and now, storytelling. Visit [www.epicurecafe.org](http://www.epicurecafe.org) for menu, directions, and information on various other events.

For additional information or to see videos of past shows, visit [www.bettersaidthandone.com](http://www.bettersaidthandone.com), or contact Jessica Piscitelli at 571-334-8652 or [jessica@bettersaidthandone.com](mailto:jessica@bettersaidthandone.com).

**Performer Bios:** [www.bettersaidthandone.com/meet-the-tellers](http://www.bettersaidthandone.com/meet-the-tellers)

**For more information:**

Jessica Piscitelli

571-334-8652

[stories@bettersaidthandone.com](mailto:stories@bettersaidthandone.com)

[www.bettersaidthandone.com](http://www.bettersaidthandone.com)



**Better Said Than Done, Inc., Press Kit**

## **Putting the Spotlight on You**

*Better Said Than Done Launches Storytelling Classes in Northern Virginia*

August 30, 2012 -- FOR IMMEDIATE RELEASE -- **Better Said Than Done**, Northern Virginia's premier storytelling troupe, is launching a series of storytelling workshops and classes for anyone who wants to learn how to tell a story that their audience will love to hear -- whether that's a personal story or the story of their business -- or learn how to enhance their storytelling performances. The first workshop, "Spotlight on You," will be held on October 13, 2012, 11 AM to 4:30 PM, at Epicure Cafe, 11213 Lee Highway, Fairfax, Virginia. The fee for the workshop is \$75 per person and advance registration is required. To register or for more information, go to [bettersaidthandone.com](http://bettersaidthandone.com) and click on Classes.

In the first Better Said Than Done storytelling workshop, "Spotlight on You," instructors Jennifer Luu and Adam Ruben, both long-time storytelling professionals [teacher bios below], will introduce students to the art of storytelling and the techniques involved in crafting and performing a good story. Students will learn story structure, character building, and how to win the audience over, analyze examples of good and bad stories, and workshop their own story ideas, with the goal of leaving with a story to tell. This class is for adults who may be interested in getting up on stage as well as those who would just like to be the life of the party.

Better Said Than Done will also be offering the following workshops and classes:

- **Your Business Story:** Crafting your company tale
- **Storytelling Show Stopper:** A four-week course on advanced storytelling techniques
- **Make 'em Laugh:** Adding humor to storytelling
- **Make 'em Cry:** Bringing emotion to your story
- **Say Yes to the Story:** Improv to enhance storytelling

Private groups and one-on-one storytelling coaching are available by request.

For those who would prefer to sit in the audience, upcoming storytelling shows by Better Said Than Done include:

**September 29, 2012 - Traveling Man - journeys, pit stops, and the beaten track**

**October 27, 2012 - Where the Wild Things Are - parties, monsters, and crazy times**

Both shows will be performed at Epicure Café, 11213 Lee Highway, Fairfax, Virginia, at 7 PM, with doors opening at 6 PM. Tickets are \$10 per person and are available at the door. Shows regularly sell out, so it is recommended to arrive early.

**For more information:**

Jessica Piscitelli

571-334-8652

[stories@bettersaidthandone.com](mailto:stories@bettersaidthandone.com)

[www.bettersaidthandone.com](http://www.bettersaidthandone.com)



## Better Said Than Done, Inc., Press Kit

**Better Said Than Done, Inc.**, is a community of professional storytellers. We produce themed storytelling shows throughout Northern Virginia and beyond, featuring true, personal stories from our experienced performers. With stories ranging in length from 7-10 minutes, the shows are energetic, engaging, and highly entertaining. They may be funny, poignant, silly, or unbelievable, but they will convince audiences that *life is better in the telling*. For additional information or to see videos of past shows, visit the Better Said Than Done website at [www.bettersaidthandone.com](http://www.bettersaidthandone.com).

### Teachers' bios:

Better Said Than Done CEO and Owner **Jessica Piscitelli** has been writing fiction since elementary school. She went on to writing scripts and studying filmmaking at NYU's Tisch School of the Arts, and has been a regular commentator on WAMU, DC's NPR station. Prior to discovering storytelling for the stage, she ran a screenwriting workshop for six years. Jessica performed her first story in 2007 and has been addicted ever since – performing stories for SpeakeasyDC, Fan-Freaking-Tastic, TEDx, SWAN Day, McLean Bible Church, WIFV, the Reston Nature House and any venue or corporate event in need of a great story.

A molecular biologist by day, **Adam Ruben** has told stories with SpeakeasyDC, Mortified, Story League, Fan-Freaking-Tastic, and Baltimore's Stoop Storytelling. He has performed stand-up comedy for more than a decade, opening for such comics as Jim Gaffigan and Greg Giraldo, and he appeared as a recurring guest expert in a lab coat on the Food Network's "Food Detectives." He writes a monthly humor column for the otherwise serious journal Science, and he recently published his first book, "Surviving Your Stupid, Stupid Decision to Go to Grad School."

**Jennifer Luu** is a storyteller, a life coach, and a lover, not a hater. With her emotive insight and bite of witty humor, she has told stories and emceed events at retreats, festivals, theaters and college campuses for audiences coast to coast. As a one-time radio deejay, certified wedding officiant and frequent panel moderator, Jennifer is called to do anything that involves speaking (out loud to people). She loves and lives for connections, whether they're between people, performers and audiences, or concepts. Jennifer lives in Alexandria with her special ladyfriend in close proximity to the thriving hub that is her large Vietnamese American family.

**Anna Marie Trester** is a Canadian, a redhead, and a sociolinguist, and she revels in the power of story. She sometimes tells people that she analyzes narratives for a living, but she mainly just loves thinking about language, which finds expression in teaching things like the ethnography of communication, in teaching and performing improv (she has been a teacher at Washington Improv Theater since 2005 and is a member of the long-form improv troupe Fuego), and sometimes (read: once) being interviewed as a language expert on NPR!

### For more information:

Jessica Piscitelli

571-334-8652

[stories@bettersaidthandone.com](mailto:stories@bettersaidthandone.com)

[www.bettersaidthandone.com](http://www.bettersaidthandone.com)