

ARE YOU PREPARED? ARE YOU REALLY PREPARED?

IF ALL YOU'VE HAD IS STANDARD "MEDIA TRAINING".....

YOU'RE NOT READY. NOT BY A LONG SHOT.



**Ed Berliner**

Keynote Speaker.  
Motivator.  
Coach.

**Game Changer.**

## **Media Intel: Intelligent Media Training**

- Multiple Emmy Award Nominee & Winner
- Management/ Programming Executive for 8 Start-Up Broadcast Networks
- 30 + years as Major Market & Network News & Sports Anchor/ Reporter/Host
- TV & Radio Anchor/ Reporter/Host for CBS, NBC, FOX, ESPN, AP Radio, Westwood One, BBC, CBC
- Broadcast Media Consultant for TV/ Radio Affiliates, Broadcast Talent, Scripted Series for Broadcast & Motion Pictures
- Veteran Media Trainer for Corporate Execs, Politicians, Celebrities, PR & HR Divisions

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**THE PAYOFF:** "Media Intel" prepares every participant for more than simply understanding how to be interviewed on broadcast outlets or how to use body language. **This is the only program that teaches you about the inner workings of the legitimate press and the clickbait media.** What they want from you. Who they really are. How to take every question and turn it in your favor. How to listen, respond, and put you in charge of every appearance. Winning every interview and every public appearance.

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**THE CONTENT:** "Media Intel" begins with a multimedia presentation of "The 5Ws" based on current events. Who the reporters are, What they want from you, When they close in for the kill, Where corporate demands change the interview tone, and Why you must prepare for every appearance eventuality. **Ed Berliner teaches "The Art of the Interview", camera & presentation techniques, speech skills, body language, and personal branding along with an intimate understanding of the media from one who has been there for more than 30 years.**

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**THE PROGRAM:** "Media Intel" is available for group presentations or individual 1-on-1 settings. **Every package begins with an extensive pre-program interview to ascertain and focus on specific needs of each group or individual client.** A thorough written evaluation accompanies edited video from training sessions. Follow up sessions are live or via Skype. Personal "crisis consultations" are available 24/7 on site or via Skype. In-depth evaluations of events and/or media representatives and organizations available upon request.

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"Old School" media training is done. Step prepared into modern media.

Call (954) 828-2250 EMail [ed@edberliner.com](mailto:ed@edberliner.com) Website: <http://edberliner.com>



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