

Ed Berliner

Emmy Award winning News & Sports Anchor/Reporter/Storyteller
Long Form Feature Documentary Director/Producer/Scriptwriter
Communications & Public Relations Strategist (Staff, Contract, In-Person & Virtual)
Social Media, TV, Radio & Viral Platform Content Integration & Development
Marketing, Sales & Leadership Keynote Speaker & Consultant

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CAREER

June 2000 - Present Entourage Media (Communications/PR Agency)

Media & Public Relations Consultant * Social Media Integration * Social, Digital & Broadcast Media Strategist * Crisis Communications

- Targeted service and management agency specializing in all forms of media integrated communication, marketing, public relations and sales.
- [Content production, strategic content research, social and broadcast media integration for social media and standard broadcast syndication and ownership.](#)
- Program production (Viral/Studio/Live) for targeted news features, commercials, industrial programming and educational presentations as scriptwriter. Producer. Director. Host.
- Inception and management of advertising campaigns including media purchase, advertising inclusion in multiple platforms and accounting services.
- Technical Advisor for multiple film and broadcast production companies seeking expert consultation on news & sports broadcasting, electronic journalism ethics/standards & practices, remote coverage procedures and on-camera talent delivery.
- Clients include political candidates, political campaigns, public policy campaigns, government issues, Fortune 500 companies, non-profits, Washington DC based Embassies and their officials, political and news-intensive think tanks, professional legal teams, medical groups and hospitals, law enforcement professionals, outsourcing media strategy to public relations individuals and firms. Specific training in crisis communications and social media use and abuse in both corporate and personal disciplines. Providing an intimate and knowledgeable level of media strategy, media relations and public relations to individuals and organizations.
- Media training for spokespersons, politicians, public relations firms, medical professionals, legal professional, law enforcement, convention & visitors bureaus, and those interested in learning more about the US media and press.
- Social media authoring & integration specialist specializing in complete creation and management of client message on multiple platforms.
- Digital media strategist with specialty in viral and broadcast integration of programming.
- Remote production services including crews, editing services and satellite/digital uplink for events and appearances.
- Host, anchor, reporter and commentators for broadcast production specials & events.
- [Signature voice for television & radio commercials, documentary programming and long form in-house productions.](#)

**June 2008 - Present “C” Level Media Coaching and Training * Keynote_Speaker
“Always Be Closing” and “Mastering the Media”.**

- Personal service coaching for corporate executives and designated staff.
- Sales & Leadership training classes (In-Person and Virtual).
- Keynote speaker and Corporate Culture Workshop trainer for Fortune 500 companies, American-based foreign Embassy staffs and non-profit organizations.
- Host of award winning speaking series, [“Always Be Closing”](#) & [“Mastering the Media”](#).
- **“Always Be Closing: The Art of Selling Yourself”**: Presented on location or virtually, this program and/or series draws on more than 30 years as a corporate CEO with the premise that no matter what we do or when we do it in business, we are always closing the deal.
- **“Mastering the Media: Don’t be a Sucker”**: Presented to location or virtually, this program and/or series is based on my broadcast and social media career and reveals all inner workings of every form of media, how they seek to use the consumer, and how the individual can read the tea leaves and always be better informed than the media itself.

February 2018 - Present Host/Executive Producer “The Man in the Arena”

- [Award winning syndicated interview program focusing on 1 on 1 conversations.](#)
- Guests include political analysts, medical professionals, non-profit organizations, sports personalities, entertainers and those connected to current and historic news/sports events.
- Syndicated live on You Tube, Facebook, Twitter and all web platforms for inclusion on personal and client websites. All episodes audio edited for distribution on 9 popular audio podcast platforms including iTunes, Spotify, Google Play and Heart Media.
- Show format utilized as template for production of live and taped programming for Entourage Agency clients.

March 2018 - February 2019 Embassy of Hungary, Washington DC

American Media Strategist * PR Strategist * Public Information Content Executive

- * Oversee the planning and production of multimedia focusing on [innovation, social and cultural news and promotional resources of the Hungarian mission in America.](#)
- * Spokesperson and Media Liaison Representation in Conjunction with Foreign Affairs & Public Affairs Offices.
- * Provide strategy, contacts and relevant relationships with American broadcast networks and local affiliates, relevant social media platforms and relevant news media sources.
- * [Executive Producer, crew coordination and post-event editing for all materials.](#)

May 2018 - Dec. 2018 The Health Channel, Baptist Health, Coral Gables FL

Broadcast & Production Consultant * Program Host * Social Media Content Consultant

- * Consultant for new broadcast health network partnership between Baptist Health and PBS.
- * Work with EP in crafting formatics. show delivery, Producer training and Host duties.
- * Scriptwriting assistance for 1 hour programs.
- * Train Baptist Health physicians at their request for broadcast appearances.
- * Offer marketing and PR advice to Baptist Health physicians with focus on cardiology, infectious diseases and dietary health.

March 2014 - April 2017 “Midpoint” & “The Hard Line” Syndicated News

Executive Producer * Managing Editor * Digital Programming Producer * Host * Anchor

- Executive Producer & Host of 2 nightly primetime panel interview programs, “Midpoint” and “The Hard Line”. Shows available to 35M cable & OTT subscribers.
- [Specializing in “Telling It Like It Is” news and political commentary.](#)
- Charged with determining the the course of each program with special interest on National and global political issues and “Breaking News” coverage.
- Manager for all show communications and public relations.
- [Guests included leaders in politics, law enforcement, legal disciplines, medical professionals and wide-ranging commentators.](#)
- Responsible for planning and integration of broadcast material with social media objectives.
- Chief field producer & interviewer during 2016 US Presidential Election.
- Executive Producer & Writer for long form documentary series.
- Working with and educating a staff of more than 20 including editors, production assistants and researchers in the proper execution of social media & broadcast news coverage.

May 2003 - June 2007 “CN8” Comcast Network, Boston, MA

Executive Producer * Newsroom Manager * Head Writer & Content Researcher * Host

- Multiple Emmy Award winning Executive Producer & [Host of live nightly primetime sports/news/interview program “Sports Pulse”.](#)
- Manage production staff of 9 including editors, reporters, technical staff.
- Creation & Management of social media platforms with video integration.
- Co-ordination of guests, editorial topics, set construction, graphics and overall content.
- Co-ordination with Boston Police Department officials and State of MA law enforcement for coverage of events.
- Executive Producer for initial social media integration and daily message delivery.
- Manager for all show public relations and media communications.
- Sole Reporter/Producer for all regional coverage.
- [Lead Play-by-Play announcer for sports ranging from college football and hockey to boxing, rodeo and minor league baseball.](#)
- Originator and management of emerging social media and digital adjunct programming.

January 2001 - May 2003 FOX Rocky Mountain Network, Denver, CO

Prime Time show Host * Co-Producer * Content Writer * Reporter

- Hand picked by FOX Executives in LA to bring my editorial, management and on-air expertise as part of original regional network launch team.
- [Anchor & writer for nightly prime-time news program.](#)
- Prime remote reporter for major events including Super Bowl, Stanley Cup, NBA Championship and World Series.
- Field producer for live coverage of major events.
- Sales & Marketing representation for Rocky Mountain regional programming.

January 2000 - December 2001 Panoz Sanchez Group, Miami FL

Director of Media Marketing * VP Media and Public Relations * Executive Producer

- Coordinate and manage all media marketing & public relations.
- On site coordination with local Government officials and law enforcement for the staging of public events.
- Manage and direct staff of 4 in all media and public relations efforts.
- Sales & Marketing coordinator for on-site promotional events.
- Pre-event on-site marketing, sales and promotional events.
- Executive Producer for all video promotional material.
- Work with on-site management & promotional staff months in advance of every event.

August 1997 - January 2000 Brighton Productions, New York, NY

Director of Media Relations * Associate Producer

- Public relations, client marketing and national booking service management.
- Coordinate with national sales teams for sponsorship and event performance.
- Scriptwriting and voiceover services.
- Consultant and trainer for performers prior to press appearances. Associate Producer for live entertainment shows.

AWARDS

- 9-time Emmy Award nominee
- 2-time Emmy Award winner
- 27-time nominee for Telly Award as part of team efforts & productions
- Team Telly Award winner 16 times

EDUCATION

- Brown Communications & Mass Media
- Edward R. Murrow Broadcast Journalism studies
- Television, Radio & Mass Communications Production
- Principles of Public Relations & Marketing
- Regional High School guest teacher program
- Introduction to Cinematography
- Film Studies: Scriptwriting for Drama
- Film Studies: Critical editing
- WBRN Student TV/Radio Station: Program Director

COMPETENCIES & INTERESTS

- Veteran knowledge of broadcast, print, social media programming and production services.
- Intimate knowledge and experience integrating standard forms of media with digital and social media. Message authoring for every form of social media and campaign management.
- Deep experience working with members of law enforcement with regard to conducting interviews, PIO procedures, media training and working with media covering stories.
- Speaking the language of broadcast and print journalists to ascertain the specific story information necessary for coverage.
- Personal and professional contacts at broadcast networks & media outlets.
- Understanding and finding solutions for press corps coverage needs.
- Consistent research into news coverage trends.
- Training and preparation of management level individuals for media interviews and interaction.
- Intimate knowledge of press coverage formats and technical limitations.
- Team management and motivation.

- Teaching consistent leadership skills for corporate and individual clients.
- Knowledgeable in social media platforms, tools and analytics including but not limited to KISSmetrics, Google analytics, Live Writer, bit.ly, Hootsuite, WordPress, LinkedIn Publishing, Clicky, Sprinklr,
- Working knowledge with PR/Reporting tools such as PRWeb, PitchEngine, HARO and more.
- 15+ years experience in digital media origination, production & editorial management.
- Utilization of digital media platforms for regional, national and global distribution.
- 20+ years experience in staffing and management of multiple interest public relations, media relations, and media production/programming services with heavy focus on digital newsrooms.
- In-depth news and sports knowledge. Hundreds of contacts in national and regional news and sports media organizations.
- Management and production on 6 start-up TV and radio networks with social media integration.
- Familiar and proficient in MAC and Windows editing systems, Camtasia, Audacity, MS Office Suite, Photoshop, Final Cut Pro X, Adobe Premiere.

PERSONAL INTERESTS

A voracious reader of the news. Journalism studies and integration with social media platforms. Historic research with a focus on political science and global affairs. Protection of the environment. Animal welfare and treatment. Research and connection with animal protection groups. Music historian. Classic automobiles. Physical fitness and researching food ingredients. Wine tasting and comparisons.

CHARITABLE INVOLVEMENT

Horses Healing Hearts (Board of Directors)

Make-A-Wish Foundation (Former Board of Directors)

Abandoned Pet Rescue (Board of Directors)

American Society for the Prevention of Cruelty to Animals (ASPCA)

Humane Society of America (HSA)

Big Brothers/Big Sisters

Save the Children

American Diabetes Association

American Cancer Society

Toys for Tots