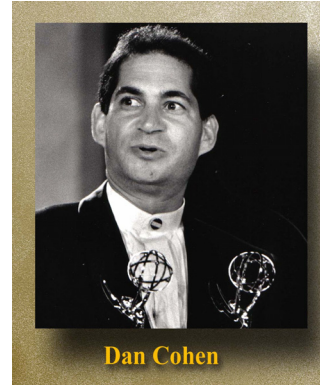


## *Dan Cohen*

### *Media Training Seminars*



#### **What makes a Media Training Seminar with Dan Cohen so effective?**

- 25 years of Emmy Award winning news experience
- Nationally recognized TV News Producer takes you “behind the scenes” to show you how the media really works
- Message development techniques and interview strategies honed through decades of working with journalists, editors, and professionals like you

**Dan Cohen is a six-time Emmy Award winning news Producer.** For more than two decades, he traveled the nation and the world to put together stories to help Americans better understand our world. He has worked with political leaders, health care professionals, public safety advocates, and law enforcement officials.

**All of this experience makes our approach to Media Training different from those with only a public relations background.** We show you how journalists think, what they are looking for from you, and why. We ‘roll up our sleeves’ to help you develop and deliver your most effective messages, for print, radio, TV, and public presentations. You’ll learn from confidential practice sessions with camera crews and instant analysis.

During every Dan Cohen Media Training Seminar you will learn:

- How the media really works
- How to develop your most effective messages
- Getting comfortable working with the media
- Techniques to put you in control of the interview
- What to wear & body language that speaks volumes on TV
- Skills that will get *your message* on the air!
- *LIVE* practice interview sessions with *REAL* TV camera crews
- Instant feedback and critique
- Learn and then try it again!

**Prepare for Success!** Dan Cohen Media Training Seminars will help you get your message across effectively and help your organization reach its larger goals.

For More Information, Contact [dancohen@westst.net](mailto:dancohen@westst.net)