

Think You've Been Media Trained? Not Like *This*. Media is in Our DNA.

It's shocking to see how many top executives continue to "stick their foot in their mouth" during media interviews—hurting their organization's reputation, company's value, and their personal brand.

Why does this happen? It's simple. They were trained by people who never worked in a newsroom—and don't know what media REALLY look for.

You need to work with former reporters and journalists—so you learn firsthand how to succeed with today's media. **You need 3D Communications.**

3D's media training is personal, practical, and purpose-fit for your issue, strategy, and outlet.



WE ANALYZE Your Audience

- What they will walk in the door knowing
- How they will think
- What they will ask



WE CREATE Your Content

- Soundbites
- Messages and narrative
- Answers to the toughest questions



WE TRAIN You on Camera

- To respond on your terms
- To communicate with confidence
- To connect with your audience

If you want to BE the BEST, WORK with the BEST.

From national to local television, radio, print, and digital reporting—3D's media experts prepare you by

- Asking the questions the way reporters really ask them
- Not letting you get away with canned answers
- Zeroing in on your weakest link—and coaching you to overcome it



Tammy Leitner was an investigative reporter with more than two decades in television, print, and digital news. During her career she worked for *The Today Show*, *NBC Nightly News*, MSNBC, and several newspapers including *The New York Post*. Tammy won twelve Emmys, and the prestigious George Foster Peabody and Edward R. Murrow awards for her investigative reporting.



Lee Zeidman was an Emmy-award winning producer for numerous network shows. As a producer for CBS' *60 Minutes*, he worked with a "Who's Who" of network journalists including Mike Wallace, Ed Bradley, and Bryant Gumbel. As part of his 20-year career, he was also on the team that launched CNN.



Penny Daniels spent 20 years as a television news anchor and reporter for nationally syndicated shows and major market news stations in New York, Chicago, Los Angeles, Miami, and Washington, DC. She covered the OJ Simpson trial, interviewed notorious killer Charles Manson in San Quentin, and was the first woman to solo anchor a nationally syndicated modern day magazine show.



Cindy DiBiasi was a health and science reporter for the CBS affiliate in Washington, DC. On her beat she covered the Food and Drug Administration (FDA), Health and Human Services (HHS), and the latest clinical trials. During her 15-year career Cindy also worked for CBS radio in Paris covering business, culture, and breaking news.

Contact mediatraining@3dcommunications.us to get started.