



BROADCAST REALISM FOR FILM, TELEVISION & MEDIA PRODUCTIONS

THE “TELL”

If it doesn't feel real, the audience knows.

- Dialogue sounds off. Anchors lack authority. Reporters behave unrealistically. Equipment is used incorrectly.

And your credibility takes a hit. Not because the story is weak—but because the realism is.

THE PROBLEM

- Today's audiences have watched real breaking news, live reporting, political coverage & sports broadcast. They know what it *feels* like.
- When newsroom scenes miss the mark, performances feel forced, scenes lose impact, viewers disengage.

You don't just lose accuracy—you lose the audience.

THE SOLUTION

A Broadcast Technical Advisor ensures your production gets it right:

- Script & Dialogue – authentic newsroom language and behavior
- Actor Training – anchor delivery, reporting technique, on-camera presence
- Pre-Production – workflow, equipment, and set accuracy
- On-Set Consulting – real-time guidance to maintain realism

WHY ED BERLINER

Emmy Award-winning broadcast journalist, SAG-AFTRA working actor, veteran producer & media professional

Not just accuracy—authenticity that works on camera.

BOTTOM LINE

The difference between a good scene and a great one: Does it feel real?

LET'S TALK

If your production involves newsrooms journalists, anchors, live reporting, broadcast environments, **get it right before the camera rolls.**