



# PRODUCER DEVELOPMENT

12 Weeks Hands-On Coaching

## SETH FELDMAN

Multiscreen Show Doctor who electrifies newsrooms with innovation, creativity, and collaboration. A strategic coach and mentor with a record of building audiences and engagement.



### THE FORMULA

- ▶ Journalism with a capital "J"
- ▶ Reimagine how content is created
- ▶ Build great brands, not just shows
- ▶ Create a fully interactive audience experience
- ▶ Celebrate the diversity of voices in our newsrooms

**TV, DIGITAL, SOCIAL, & OTT/CTV CONTENT STRATEGY**

**FULLY CUSTOMIZED BASED ON STATION NEEDS**

**FOR ENTRY-LEVEL & EXPERIENCED PRODUCERS**

**IMMEDIATE RESULTS**

**INCLUDES DIGITAL, MARKETING, & PRODUCT TEAMS**

**OPTIONAL CONTENT TESTING AND FOCUS GROUPS**

**SAMPLE PROGRAM**

### TALK TO ME

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Sample Program

## **WEEK 1 | REMOTE**

SWOT Goals with Leadership

## **WEEK 2 | ON-SITE**

Writing and Producing with “The Why”

## **WEEK 3 | REMOTE**

Daily Critiques

## **WEEK 4 | REMOTE**

Headlines, Teases, and Promos

## **WEEK 5 | ON-SITE**

Rundowns & Show Structure

## **WEEK 6 | REMOTE**

Daily Critiques & Coaching Reporters

## **WEEK 7 | REMOTE**

Franchises & Social-First Content

## **WEEK 8 | ON-SITE**

Brand 101: News Producers are Marketers

## **WEEK 9 | REMOTE**

Daily Critiques & Producing Graphics

## **WEEK 10 | REMOTE**

Every day is “Sweeps” Planning

## **WEEK 11 | REMOTE**

Daily Critiques & Newsroom of The Future

## **WEEK 12 | ON-SITE**

Putting it all Together