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Here's why every media production needs an experienced Technical Advisor.

In today's rapidly evolving media landscape, film and television production companies are under increasing pressure to present realistic and accurate portrayals of various professions, including broadcast journalism and social media dynamics.

Simply stated, you better get it right the first time, every time. Audiences often give you only that one chance.

Gone are the days when audiences would overlook technical inaccuracies for the sake of entertainment. Today, with the explosion of social media, instant fact-checking, and viewers' increased media literacy, there is a heightened expectation for authenticity in every aspect of production.

One way to meet this demand is by hiring a broadcast and social media technical advisor. These experts bring real-world experience and industry knowledge to ensure scripts, performances, and technical setups are as true-to-life as possible.

I've been fortunate to work as both an actor and a technical advisor for a number of film and broadcast television productions. From being part of the creative team for 7 cable and streaming networks, to giving tips and ideas on set for how to properly portray every facet of the media. Having been a part of working newsrooms, major sports coverage such as the Super Bowl and World Cup, covering notable murder trials and even doing the infamous "Man on the Street" interviews for fluffy stories, it has all been the best part of my career.

There is an electric level of excitement in putting all of these aspects into production on a motion picture or other manner of story-telling.

That's why from an experience standpoint, when there is any facet of the media involved from the scriptwriting to the final production and everything in-between, every production should avail itself of the best technical advice.

Here are the the top reasons why I pride myself in working with production companies as a broadcast and social media technical advisor.

Maintaining Authenticity in a Media-Savvy World

Viewers, listeners and readers today are highly knowledgeable about how both traditional and digital media operate. With so many people consuming news and social content daily, the gap between entertainment and reality has narrowed significantly. Whether it's a drama featuring an investigative journalist or a comedy revolving around a social media influencer, the audience often knows more than ever about these industries. Any glaring inaccuracies, unrealistic portrayals, or misuse of terminology will stand out immediately and can undermine the credibility of the production.

A broadcast and social media technical advisor ensures that every detail, from the setup of a newsroom to the functioning of social media algorithms, mirrors reality. They help writers and directors avoid embarrassing mistakes that could cause audiences to disengage or criticize the production for being unrealistic. For example, showing a news anchor improperly reading off a teleprompter or a journalist breaking a story without proper sourcing could throw off media-savvy viewers.

Avoiding Technical Missteps

One of the most common pitfalls in portraying broadcast journalism and social media is the improper use of technology. We've all seen it: a character in a TV show hacks into a social media account in 30 seconds or a newsroom scene shows a journalist using obsolete equipment that no longer exists in modern studios. These kinds of technical missteps can detract from the storytelling and cause viewers to question the entire production.

A technical advisor ensures that the equipment used on set is accurate and that the technology functions as it does in the real world. For instance, if a newsroom scene involves a breaking news story, the advisor would make sure the characters use realistic communication tools, such as newsroom software, video feeds, and live reporting setups. Similarly, if a scene revolves around a social

media manager tracking analytics, a technical advisor could ensure that terms like “engagement,” “reach,” and “algorithms” are used correctly and accurately reflect how these systems work.

Enhancing Performances with Realistic Dialogue and Behavior

Actors rely on scripts, direction, and their own research to bring their characters to life. However, when portraying a specific profession like broadcast journalism or social media management, it can be challenging for actors to capture the nuances of a highly specialized role. This is where a broadcast and social media technical advisor becomes invaluable. They can coach actors on the appropriate body language, speech patterns, and behaviors to make their performances more realistic.

For example, a news anchor has a distinct cadence and delivery when reporting live on television. A technical advisor can teach actors how to sit, speak, and even gesture in a way that mimics a real anchor. Similarly, a technical advisor can guide actors playing social media influencers on how to interact with their phones, manage their online presence, and respond to a viral crisis, as these roles require a deep understanding of the social media ecosystem.

Crafting Realistic Storylines

Technical advisors don't just ensure that equipment and dialogue are accurate—they also play a critical role in shaping realistic storylines. Modern broadcast journalism and social media are complex fields that involve nuanced processes, ethics, and protocols. Without a technical advisor, writers and directors may inadvertently create plot points that are implausible or downright impossible.

For instance, a technical advisor can guide a script that involves investigative journalism, ensuring that the story reflects the actual process of fact-checking, editorial approvals, and legal hurdles. In a plot involving social media, the advisor can help map out how a viral post or public relations crisis would unfold in real time, adding layers of complexity and authenticity to the story.

Ensuring Industry Credibility

Both the broadcast and social media industries play critical roles in shaping public opinion and disseminating information. When these fields are misrepresented in film and television, it not only damages the credibility of the production but also contributes to the public's misunderstanding of these industries. This is particularly problematic at a time when the media is often scrutinized for spreading misinformation or lacking transparency.

By hiring a technical advisor, production companies can avoid contributing to the spread of misconceptions about how news is reported or how social media platforms operate. Instead, they can provide an educational experience for viewers, offering an accurate portrayal that respects the importance of these fields while still delivering entertainment.

Meeting Viewer Expectations in the Age of Social Media

Social media itself has made viewers more vocal about their expectations. If a show or film misrepresents an industry, viewers will take to platforms like X, Reddit, TikTok and Instagram to voice their criticism. This instant feedback can be brutal for productions, leading to negative reviews, damaged reputations, and loss of credibility. Hiring a technical advisor can help prevent these kinds of PR disasters by ensuring that the production gets the details right, minimizing the risk of audience backlash.

Let me repeat: You get one chance to get it right.

As film and television continue to evolve in the digital age, the importance of accuracy in portraying broadcast journalism and social media cannot be overstated. A broadcast and social media technical advisor brings the expertise needed to ensure that every aspect of the production—from scripts and performances to technology and storylines—is as realistic and credible as possible.

This not only enhances the quality of the production but also helps avoid the pitfalls of audience disengagement, negative criticism, and damage to industry credibility.

In a world where audiences are more informed than ever, hiring a technical advisor is no longer a luxury—it's a necessity.

Ed Berliner has been navigating the media minefield his entire adult life, stopping along the way to defuse the dangers for professionals and everyday people alike. He currently sets his time in front of audiences, either in person or via the Virtual Master Control online, to seek helping people be better at both life and their craft.

Contact him at fuzzydogsproductions@gmail.com for a chat and then scheduling him to be part of your next event.