

## Media Readiness Workshops in July 2010 for Writers and Authors in The Triangle

Raleigh, NC - In July, media expert Alison Hill will teach the second round of her three series on media readiness called, Media Ready, Media Savvy.

Author David Halperin, a participant in the spring workshop series wrote this about Alison and her workshop:

"Alison Hill brings to her workshops a rare combination of rich media experience, savvy, ability to listen to her students and get to the heart of where they are—plus warmth, kindness and humor. She has a vast amount to give; she gives it generously. She is a wonderful teacher. I am so delighted I chose to work with her!"

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David Halperin, is Professor Emeritus of Religious Studies, at the University of North Carolina at Chapel Hill and is the author of Journal of a UFO Investigator, to be published in early 2011 by Viking Press.

The dates are all on Saturdays:

July 10 9:30 - 12:30 - 3 hours - Be Prepared!

July 17 9:30 - 11:30 - 2 hours - Putting Your Plan to Work

July 31 9:30 - 12:30 - 3 hours - Acing an Interview (includes a video demo)

Part 1. Be Prepared will get you ready to tackle any media appearance and interview. You'll learn how to successfully promote your work, build new readership, and make a name for yourself. \$99

Part 2. Putting Your Plan to Work will help you develop your Media Savvy Press Kit, your pitch, and where to market your book. \$79

Part 3. How to Ace an Interview will give you hands on interview coaching, a one on one video interview demo with Alison Hill and constructive suggestions to strengthen your interviewing skills. \$130

For more information on the three workshops, visit the Media Ready, Media Savvy section of the Seren Media Web site:

<http://www.serenmediaproductions.com/6.html>.

To make your reservations, contact event host, Anora McGaha, of ClearSight Creative Resources at 919-714-9449. A discount applies for taking all three workshops. About Alison Hill: Alison Hill, is an Emmy nominated television producer, a seasoned journalist, interviewer and host; with fifteen years broadcasting and media experience. Alison is a frequent commentator about US affairs on BBC radio in her home land in Wales. About Seren Media:

Seren Media, Alison Hill's business located in Cary, North Carolina, offers services for Authors, Writers and Producers, including workshops, video editing, marketing, consulting and producing.

### About the Author

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