



THE SALT STANDARD

DAN KLOEFFLER

Founder

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www.thesaltstandard.com

CAPABILITIES

Media Training

Confidently deliver engaging and influential media interviews by learning the skills necessary to gain control of the story. Sessions are conducted for individuals or groups allowing participants to demonstrate command of their skills with mock interviews that include real-time feedback.

Presentation Training

Make every presentation a welcomed opportunity to inform and motivate audiences by understanding best practices for public speaking. This proven approach helps presenters identify themes, use personal anecdotes, and speak with an authentic voice that helps create a connection with their audiences.

Host/Moderator Support

Produce a broadcast quality event moderated by a former network news anchor who allows executives to focus solely on presenting their talking points without the weight of running a show. From virtual meetings to town hall gatherings, TSS can moderate, script and help produce seamless events that will combat Zoom fatigue.

Voice-Over/Narration

Audio and visual assets reflect the quality of your company's work; TSS can add a dynamic finish to internal and external materials with voiceover and narration services. Years of broadcast, radio and voiceover experience can provide a wide range of styles to create the perfect voice for your needs. Member of SAG-AFTRA and Actors' Equity.

Message Development

Message development is more than making bullet points from a narrative; the process involves creating the most efficient and effective way to convey critical information about the business. Sessions are conducted with support from the communications team to identify objectives, content, and tone for public relations materials.

ABOUT



Dan Kloeffler brings decades of experience in broadcast news, anchoring and reporting for networks like [ABC News](#), [NBC News](#) and [MSNBC](#). As an anchor, he was front row to world-changing events and guided viewers through presidential elections, terrorist attacks, economic shifts and fights for social justice.

His experience as a journalist and senior media relations strategist helped him create a unique approach that empowers individuals to use their authentic voice in a way that builds trust with the public, inspiring him to launch The Salt Standard. The media expert holds an MBA from Fordham University and a BA in journalism from the University of New Hampshire.

nglcc 
Certified LGBTBE


SAG-AFTRA


**ACTORS'
EQUITY
ASSOCIATION 1913**