

# COREY SABAN

## MEDIA MASTER CARVES NEW NICHE

by Chris Hayes  
Photography by Alicia Donelan



**C**orey Saban just can't seem to stop talking... much to the pleasure of those who know him. And that is by no means a short list.

At 38 years of age, Saban has seen more facets of news than most gray-haired reporters. He entered Florida State University originally majoring in political science, but ended with a degree in Communications. His love of sports became the motivation for his first aspiration.

"I knew I wasn't talented enough to be a professional athlete, but I was always the kid that talked during the games," he said. "I always knew I wanted to be a sportscaster, and that was my goal."

Saban started his sports casting career at WINZ-Newsradio in Miami, then WQAM, where he had the privilege of working with Hank Goldberg, now a renowned sports commentator for ESPN.

Saban was present for every Miami Hurricanes game and reported for teams like the Miami Heat, Miami Dolphins, Florida Panthers and Florida Marlins.

"It was a great time, because that's when the teams were good," he explained. "You had the Panthers going to the Stanley Cup finals, you had the Marlins going into their first World Series, you had the Dolphins going through the Don Shula – Jimmy Johnson transition..."

After three years with WQAM, he moved to Fort Myers, where he took his first crack at television news with WFTX FOX 4. He had initially signed up as a sports anchor, but was asked if he could spend a month reporting hard news while their current anchor sought a new job. After a while, he was hooked.

His news reporting continued for two years at WJXT in Jacksonville, where he was able to report on major events like the G8 Summit. However, most South Floridians know Saban best from his four years as a reporter for WPBF News 25. Saban used his position for philanthropic means with his numerous aid-related stories that his co-workers would jokingly refer to as "Corey Cares" segments.

His generosity goes beyond the studio, though, as he is an avid supporter of the Florence Fuller child development centers in Boca Raton as well as pediatric oncology. More recently he has donated time to the March of Dimes, attending events like the "Glitz" fundraiser at the Breakers Hotel in Palm Beach.

Since leaving WPBF, Saban has taken his mastery of the media to those who lack his skill set with his new media

coaching business, CS MediaWorks.

"What I teach is when to talk to the media, how to get your point across, crisis management and answering questions effectively," he explained.

If a business has a new product or issue that they wish to publicize, Saban helps them to efficiently get out their message. He takes them to a studio, puts them in front of a camera and runs a mock interview, then analyzes that interview and explains where there is room for improvement.

"That's what we work on – working out the kinks and trying to develop a message that's succinct, that gets the point across, and that's a crisp twelve-second sound bite that everybody can understand. We're not talking over anyone's head or talking under someone's intelligence – we're taking a complex issue such as engineering and making it so that everybody can comprehend it and at the same time adding an emotional appeal to it so that it's exciting."

Saban has also translated his reporting experience to suit the needs of the Palm Beach Show Group, located at 500 N. Dixie Hwy. in Lake Worth, where he acts as Director of Exhibitor Relations. His familiarity with handling a variety of individuals lends him well to this position.

"Cory, who I've known for a few years now, is one of the most dynamic people when it comes to relationships," said Scott Diament, C.O.O. of the the Palm Beach Show Group. "He's all about making people feel comfortable and about fostering a very close relationship."

The Palm Beach Show Group will be hosting the Palm Beach Jewelry, Art & Antique Show, the largest vetted art and antiques show in the U.S., from February 13-17. Saban plays an important role by bringing exhibitors to the show and making sure that all of their needs are met.

Said Diament, "He'd be an asset to almost any company, but especially *this* company, where in a given few month period, you can really interact with a thousand different customers."

With Saban's extensive experience and altruistic nature, there's no telling where he will end up next. However, what is certain is that he'll be using his voice to make a difference. **PBG**

*More information on CS MediaWorks can be found by phone at (561) 626-9809 or on the Web at [www.csmediaworks.com](http://www.csmediaworks.com). To find out more about the Palm Beach Show Group and the Palm Beach Jewelry, Art & Antique Show, call (561) 822-5440 or visit [www.palmbeachshow.com](http://www.palmbeachshow.com).*