



CKMC

"Even though I work with a web designer to do major website updates, Total Training has given me the comfort of knowing how to edit digital photos or add streaming audio and video clips to my sites—on my own."

– Craig Kasnoff, Journalist and Owner of CKMC



Business Profile

Through CKMC (Craig Kasnoff Media Company), Craig Kasnoff produces web content for his Endangered Earth websites. The images, video, and text, the sites 'Put a Face on Extinction' by providing up to date and compelling information that reflects the tragic situation faced by many species, such as the Siberian tiger, the black rhino, and the Bornean sun bear.

To see the results of Craig's Total Training Experience, visit www.endangerearth.com

Industry

Environmental Awareness, Education

Products Used

Total Training for Adobe® Audition®, Encore™ DVD, Photoshop®, and Premiere® Pro

Benefits

- Set your own pace to learn the basics of Audition, Encore, Photoshop, and Premiere Pro, as well as more advanced techniques.
- Take advantage of visually stimulating learning techniques that are both entertaining and educational.
- Understand the overall capabilities of the products in a short period of time.



TOTAL TRAINING™
[SOFTWARE TRAINING FOR CREATIVE MINDS]

Challenge

As sole proprietor of CKMC — a company that promotes awareness of endangered animals issues — Craig Kasnoff wears many hats. As a writer, his work has appeared in the Christian Science Monitor, The Seattle Times, and other national and regional publications. He also created and produced a syndicated radio show for 10 years called, Rock and the Environment, where he interviewed some of the world's leading rock musicians to get their opinions on environmental issues.

In the 1990's, Kasnoff expanded his environmental advocacy efforts with the launch of a series of websites called, Endangered Earth. More recently with the boom of broadband, Kasnoff wanted to learn how to incorporate new streaming content on his sites including audio clips from the radio show archive and streaming video. He needed the creative tools to achieve this challenge.

"Adobe produces amazing software, but since the tools are so powerful it is very difficult to go through all of the manuals and learn on your own. My brother, who professionally trains people to use Adobe software, recommended Total Training's videos to help me get a better handle on the software outside a classroom setting."

Solution

Total Training's dynamic training packages for learning Adobe Audition, Encore DVD, Photoshop, and Premiere Pro are led by industry renown experts Daniel Brown, Jason Levine, Deke McClelland, and Jacob Rosenberg proved to be the ideal solution. Using a custom format, the interactive lessons are engaging and entertaining. Each product includes real-life examples that allow learning through trial and practice.

"Total Training products are invaluable to me. In addition to getting a solid overview of Adobe, I came to understand what was necessary to turn my static web sites into content-rich resources. I now feel comfortable editing digital photos and streaming audio and video clips. It is so important in the online media world to grab people's attention – to ensure that visitors keep coming back to learn more about endangered animal issues and perhaps be compelled to help them."

Total Training's tutorials also gave me the creative freedom to learn while I was on the road. I watched the training DVDs in hotel rooms, coffee shops, and on planes while traveling. The new knowledge I gained from the training has helped me with shooting the photos and video, but has been most effective in showing me how to edit the content for the web."

Results

Since starting to use Total Training's products, Kasnoff re-launched his website. He now receives close to 200,000 unique visits per month with page requests ranging well over 450,000. His Endangered Earth sites have also received many awards including: the Eisenhower National Clearinghouse for Mathematics and Science Education (ENC) Digital Dozen Award, Britannica.com, Suited101.com, and EcoConcern.com.

"The incredible knowledge that I gained from watching the Total Training videos, has helped me to improve the quality of the photos and videos that I publish on the web. With numerous awards to back my achievements, I am happy I made the initial investment."

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