

FOR IMMEDIATE RELEASE  
Contact: SFPR – 215-627-0801  
Sharla Feldscher, #101, 215-2854868 cell  
[sharla@sf-pr.com](mailto:sharla@sf-pr.com)  
Hope Horwitz, #12, 215-760-2884 cell  
[hope@sf-pr.com](mailto:hope@sf-pr.com)



**MULTI-AWARD WINNING  
REALITY TV PRODUCERS LAUNCH  
PERSONALCAST STUDIOS**

**A MEDIA COMPANY USING CURRENT TECHNOLOGY PLATFORMS TO  
TELL REAL STORIES ABOUT REAL PEOPLE**

Philadelphia, PA (February 1, 2016) -- Susan Cohen-Dickler and Jan Dickler, two of the co-founders of the legendary TV company Banyan Productions, producer of award-winning programs *Trading Spaces* and *A Wedding Story* and many others, are taking the next step into authentic reality with their newest brainchild, PersonalCast Studios (PC Studios.)

PC Studios uses today's technology platforms to provide everyone the opportunity to tell their own personal story easily and affordably. Because the entire shooting and editing process is completed remotely, the company operates throughout the United States and can easily function worldwide. The key to their success is the years of editorial and production experience that Susan and Jan bring to every story. In the words of one client upon viewing his LoveStory Profile, "It's like being a part of a Hollywood production."

For the founders of PC Studios, based just outside Philadelphia, PA, going from television to personal storytelling was a logical transition. The Dicklers believe that everyone should tell their story by creating a permanent video history that can easily be shared online from generation to generation.

"When we started Banyan over 20 years ago," Jan explained, "the equipment necessary to do an interview was expensive, heavy and required expert knowledge to operate. But today virtually everyone has access to all the equipment they need--it's all in their smartphone, iPad or computer."

PC Studios offers several profiles including: *LifeStory*, an enduring video chronicle of a person or a couple's life; *LoveStory*, an emotional profile where each member of the couple is interviewed

separately as they re-live the journey of their romance; and, *ShortStory*, capturing a special moment in one's life or the story of a treasured pet. As professional interviewers and producers, the Dicklers and their team conduct online interview sessions that immediately put the subject at ease making the process fun and, quite often, enlightening.

"Once our clients begin thinking about their own life in the context of a story," Jan continues, "it opens up 'memory doors' and 'thought connections' that are truly invigorating." Susan explains further, "After the interviews are complete, we edit in the way we know best, adding photographs and music to pull the story together." The final version captures the essence of a personal story. "And," Susan concludes, "when our clients view them in their own 'premiere', not only are they delighted but we find it very rewarding personally."

Susan and Jan are the ideal partnership to create PC Studios. As co-founders and Executive Producers of Banyan Productions, they were pioneers in the reality TV genre documenting the life-changing experiences of thousands of real people in over 5,000 episodes of programs airing on networks including Discovery, TLC, Lifetime, Nick at Nite, PBS, Fox Television and Oxygen. Their many awards include two Prime Time Emmy nominations, six Mid-Atlantic Emmys, a national Daytime Emmy and a Gabriel Award. They were proud to be nominated in the first Primetime Emmy Reality category in 2003 for *Trading Spaces*, along with *Survivor* and *Amazing Race*. Susan is currently an adjunct professor at Temple University and both Susan and Jan are frequent speakers as well as guest lecturers at top colleges and universities.

For more information, visit [PersonalCastStudios.com](http://PersonalCastStudios.com).

###