

# SPORTSCAST STARS TRAINING



LEARN TO BE THE BEST...  
FROM THE BEST

KEYNOTE SPEAKER:  
LEGENDARY BROADCASTER  
KEITH JACKSON

APRIL 25-27, 2008

RITZ-CARLTON HOTEL  
MARINA DEL REY, CA

# SPORTSCAST STARS TRAINING



“ Our mission is to foster and support the sports industry by supplying a constant source of media commentators of superior caliber and to improve the face of sports by developing and advancing the abilities, media knowledge, and qualifications of the sportscaster. ”

## WHO WE ARE

Our instructors are seasoned broadcasting professionals with dozens of years of professional experience on both sides of the microphone and camera, offering a customized approach to sports broadcasting and media training. They each have extensive experience conducting training seminars for high-level audiences.



Co-founder **Bob Goodrich** is a 14-time Emmy winner. He worked at ABC Sports for 35 years, producing *Monday Night Football*, including ABC's first Super Bowl, the Indianapolis 500, College Football and Bowl games, World Cup soccer, U.S. Open and PGA Tour golf, baseball and *Wide World of Sports* and its events around the world. This

has given Bob the opportunity to work with over 100 of the greatest sports announcers and analysts ever. He is still producing, directing and consulting on live sports events and films. He knows how to help announcers, analysts and athletes excel in sports broadcasting and be their best.



Co-founder **Annie Hoffman Goodrich** is a seasoned interviewer, producer and moderator with over 20 years of experience in the broadcasting field, both in front of and behind the camera and microphone. She was the country's first female executive producer of an all-sports radio station. Annie has worked on hundreds of network broadcasts for ABC

Sports, CBS Sports, NBC Sports, ESPN, Fox Sports Net and SportsChannel on such events as *Monday Night Football*, the 1988 Winter Olympics, the Super Bowl, the Indianapolis 500, the Kentucky Derby, USGA U.S. Men's and Women's Opens and Professional Bowlers Association events.



Keynote speaker **Keith Jackson**, best known as the voice of college football, has covered practically every major sporting event during a celebrated career that spanned more than 50 years. He received a Sports Emmy Lifetime Achievement Award in 1999 and is a three-time Emmy Award winner for Outstanding Sports Personality, Play-by-Play. Also in 1999, Jackson was

awarded the National Football Foundation and College Hall of Fame's Gold Medal, its highest honor. He was named to the Rose Bowl Hall of Fame in 1999 and was chosen the winner of the Amos Alonzo Stagg Award by the American Football Coaches Association in 1993 as an individual "whose services have been outstanding in the advancement of the best interests of football." He was named National Sportscaster of the Year five times by the National Sportswriters and Sportscasters Association and is in the group's Hall of Fame.



**Larry Conroy** is a top media trainer and coach. He has worked for leading corporate groups and executives, TV show hosts and personalities, news anchors and reporters, top fashion houses, supermodels and actors. His clients have included famed attorney Johnnie Cochran; the Olympic American women's gymnastic team;

legal investigator Erin Brockovich; jazz musician David Sanborn; lifestyle guru Colin Cowie; Alcatel; AMC cable network; Burger King; CBS; *The Daily Show*; Hewlett-Packard; IBM; Men's Fashion Association; Microsoft; NBC; *The Nightly Business Report*; The Research Board; *Vogue*; and Walt Disney Corporation, among many others.

Other instructors will include award-winning network announcers, producers, directors and media trainers.

SPORTSCAST STARS TRAINING  
Phone: 800-723-6961  
Email: smu86@aol.com  
<http://www.sportscaststarstraining.com>



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## WHAT THEY'RE SAYING

**“If you want to learn about preparation and execution, there's no better teacher than Bob (Goodrich).”**

- Brent Musburger, Legendary Broadcaster

**“I don't believe there is 'anything' in television production that Bob Goodrich hasn't faced and handled in the more than four decades that he has worked in the industry.”**

- Keith Jackson, Legendary Sports Announcer

**“...(Bob)'s like a head coach, always motivating his team to be the best it can be. He knows the business.”**

- Bob Griese, ABC/ESPN Sports Analyst,  
Pro Hall of Fame Quarterback

**“Annie is cool. Laid back, but professional, funny...(she) makes you comfortable. One of my favorite people to interview with.”**

- Shaquille O'Neal, NBA Star

**“If I had to describe Annie Hoffman in one word, it would be 'professionalism.' Annie Hoffman elevates the level of everything she touches.”**

- Ernie Accorsi, Former General Manager,  
New York Giants

## WHAT YOU'LL LEARN

Among the topics we'll cover at Sportscast Stars Training:

- What makes a “Star”
- Being a “Star” on camera every time
- Use of the camera
- Interaction with others on camera
- Interview skills (as both interviewer and interviewee)
- TelePrompTer skills
- Microphone use
- IFB and ear prompt
- Storytelling
- Following the pictures
- Communication with the audience
- Memory-ization
- Creating a reality
- Look, think and say (going off-script)
- Voiceovers
- Cold reading
- Focus and Concentration
- The “big” picture of broadcasts and events
- Agents and their values
- Audition DVDs
- Q & A with all topics
- Sign-up One-on-One Training

## WHAT'S INCLUDED

All seminar classes, lectures and sessions, One-on-One sign-up training, including all equipment used during instruction, one standard room at the Ritz-Carlton Marina del Rey hotel for two nights, Open Bar reception on Friday evening, breakfast and lunch on both Saturday and Sunday.

## WHY SHOULD YOU JOIN US?

If you're an experienced, professional broadcaster looking for that extra advantage as you make the next step in your career, Sportscast Stars Training's top-level seminar is for you. With Sportscast Stars Training, you'll hone your skills, make great contacts and learn what you need to take your career to the next level. You'll see and learn what it's like to be an announcer in sports at the highest levels. We'll teach you what it takes to be a star.

Sportscast Stars Training's instructors are actual network announcers, producers and directors – all with successful careers in network TV sports. Most are multiple National Emmy award winners. These are people who have seen and done it all and have learned from the most respected industry pioneers and innovators. They will teach you how it's done. They'll help you improve your presentation, provide insider tips and help you make network contacts.

All of Sportscast Stars Training sessions are taught in a small group setting by our master instructors. This is your chance to learn the network sports business directly from people who have achieved success at the highest levels in the industry. Your instructors will share secrets and tips gleaned from a lifetime in front of and behind the mic/camera.

You'll be taught by the best, critiqued by the best and known by the best. That's the way to the top.

Class training and private, One-on-One sessions for broadcasters, athletes, teams, schools are also available.

## FREQUENTLY ASKED QUESTIONS

### 1. Why is this Seminar different?

Sportscast Stars Training is unlike any other professional broadcast training currently available. Our seminar will teach you what it takes to be a star and make the jump to a network job. Our instructors have all worked with the best network sportscasters and have taught at numerous seminars. Their level of experience is unmatched.

### 2. What will I learn?

You will learn about all facets of the business: on camera, conducting an interview, voiceover, determining storylines, storytelling, TelePrompTer use, how to select an agent, union membership, and what to include on an audition DVD, among other subjects.

### 3. I do not have any broadcasting experience. Can I still learn how to become a top-level star?

Yes, definitely. Our talented instructors know the right path you need to take and will give you the information that will help you get there.

### 4. What will be taught in the sign-up One-on-One Sessions?

There will be three different topics taught in these private sign-up sessions: voice skills with a media trainer; audition DVD review with a producer/director; and inside secrets from a network sports announcer, tailored to your needs. Sign-up times and topics will be made available to you after you enroll in the seminar. The One-on-One sessions will be very limited because of time restrictions.

### 5. Can I bring my family?

While the Seminar's sessions are only open to paid participants, you are welcome to bring your family to the hotel. You are responsible for any costs incurred for meals, incidentals or extra occupancy fees. The hotel's facilities include a pool, tennis courts, spa and more. Bicycle rental is available and the beach is about 6 blocks away.

**WHEN:** April 25-27, 2008  
**WHERE:** Ritz-Carlton Hotel, Marina del Rey, CA  
**COST:** \$4450.00

**CONTACT US:**  
**EMAIL:** smu86@aol.com  
**Phone:** 800-723-6961  
www.sportscaststarstraining.com

Seminar is limited to 60 students.