

# Sportscast Stars Training Announces Top-Level Sports Broadcasting Seminar

Marina del Rey, Los Angeles December 05, 2007 Sports

(PRLEAP.COM) LOS ANGELES, CA (December 5, 2007) – Sportscast Stars Training is proud to announce its first training seminar for sports broadcasters at any level – from absolute beginners to those contemplating a career change to those with experience – who have a desire to reach the profession’s highest levels. Founded by veteran network sports producer Bob Goodrich and experienced interviewer and broadcaster Annie Hoffman, Sportscast Stars Training will teach broadcasters what it’s like to be an announcer in sports at the highest levels and help them learn what it takes to get there. With Sportscast Stars Training, broadcasters will learn to be the best from the best.

The first Sportscast Stars Training seminar will be held April 25-27, 2008 at the Ritz-Carlton Marina del Rey in Marina del Rey, California. Attendees at the three-day seminar will receive top-level training in all facets of the sports broadcasting business: how to prepare for an event, writing and research, the art of the interview, voiceover, determining storylines, working with a broadcast team, TelePrompTer use, history of the industry, how to select an agent, union membership, and what to include on an audition DVD, among other subjects.

Sportscast Stars Training’s instructors include co-founder Bob Goodrich, a 14 time Emmy award winning producer, director and consultant with 36 years of network level experience; award winning Media Trainer and Coach Larry Conroy, whose specialty, one-on-one training, is provided at no additional cost; co-founder Annie Hoffman a seasoned interviewer, broadcaster and moderator with extensive experience in the broadcasting field; and eight time Emmy winner Steve Beim, a sports and entertainment producer and director.

“I learned the sports broadcasting business from the industry’s pioneers and have been honored to work with all the top names in the business,” said Goodrich. “Having Keith Jackson as our keynote speaker and sharing his wealth of knowledge about the business will be an inspiring insight into sportscasting at the highest level.”

Hall of Fame broadcaster Keith Jackson is best known as the voice of college football on ABC Sports for more than 30 years. During his legendary career, he covered virtually every major sporting event in over 36 countries. Jackson worked 10 Winter and Summer Olympic Games for ABC Sports, and covered the two greatest medal winners, Mark Spitz (seven gold medals in swimming) and Eric Heiden (five individual golds in speed skating). Among his many honors, Jackson received a Sports Emmy Lifetime Achievement Award in 1999 and is a three-time Emmy Award winner for Outstanding Sports Personality, Play-by-Play. He was the first, and so far only, sports announcer to receive the Gold Medal from the National Football Foundation and Hall of Fame and the first broadcaster to receive the Amos Alonzo Stagg Award, given by the College Football Coaches Association. Jackson has been named to the Rose Bowl and National Sportswriters and Sportscasters Association Halls of Fame.

“Broadcasting live sports events is best served by a simple credo – amplify, clarify and don’t intrude,” said Jackson. “After 54 years in radio and television sports and news, I am sure it works. Sportscast Stars Training’s seminar will provide a strong foundation and the knowledge you need to succeed.”

Sportscast Stars Training’s 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.

For more information on Sportscast Stars Training, please call 800/723-6961 or visit [www.sportscaststarstraining.com](http://www.sportscaststarstraining.com).

Contact: Annie Hoffman Goodrich

Phone: 678-493-4763

Email: [BlondiePR@aol.com](mailto:BlondiePR@aol.com)