

“ *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

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TEAM AND ONE-ON-ONE MEDIA TRAINING



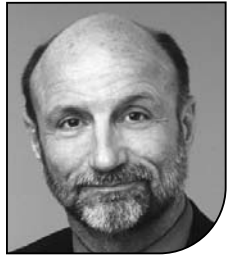
LEARN TO BE THE BEST... FROM THE BEST

OUR MISSION IS TO IMPROVE THE IMAGE
OF ATHLETES BY PROVIDING MEDIA
TRAINING AND ADVANCING THEIR SKILLS IN
FRONT OF THE CAMERA IN ORDER TO
BEST REPRESENT THEMSELVES AND
THEIR RESPECTIVE TEAMS.

SPORTSCAST STARS TRAINING



WHO WE ARE



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*

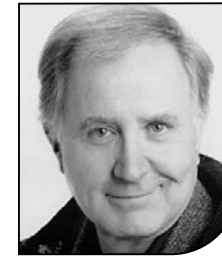
Sports and its events around the world. This has given Bob the opportunity to work with over 100 of the greatest sports announcers and analysts ever. He is still producing, directing and consulting on live sports events and films. He knows how to help announcers, analysts and athletes excel in sports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

“ 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. With years of experience, they know what makes for a good interview. ”



Co-founder **Annie Hoffman Goodrich** is a seasoned interviewer, producer and moderator with over 20 years of experience in the broad-casting 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.



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.

WHAT YOU'LL LEARN

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

- Identifying goals for an interview
- Crafting your message
- Presenting yourself in the best possible way
- Maximizing your opportunities
- Appearing relaxed on camera
- Controlling the damage/crisis communications
- Developing a proactive media relations program
- Reviewing/revising message delivery

WHY YOU SHOULD JOIN US

SportsCast Stars Training's team of media professionals can teach your team's athletes, coaches and administrators about the importance of good communications skills. Getting your point across to the media and general public is not as easy as it might seem. Even if you are a naturally good public speaker, being a "good interview" is an art and a skill.

Talent on the field or court or personal charm aren't enough! Sometimes you only have one chance to get your message across.

Any team or group, including coaches, players, administrators and executives, will benefit from our decades of experience in sports, both in front of and behind network television cameras. Our Emmy award winning instructors have all worked with the best network sportscasters and have taught numerous training seminars. We can tailor our group sessions to your organization's needs. We can also provide one-on-one training.

SportsCast Stars Training can help with identifying goals for your interview, crafting your message, maximizing opportunities, appearing relaxed on camera and in public speaking, as well as image development, crisis communications and more. Our media training will teach the skills you need to control the interview, message and the results. With our guidance, your team can develop a new attitude and image that is consistent with your objectives.

SportsCast Stars Training is the answer. Your needs, teamed with our unmatched level of expertise, will equal success for your team or organization.

Our instructors include award-winning network announcers, producers, directors and media trainers. We are available for group training and/or private, one-on-one sessions for broadcasters, athletes, teams and schools.