



BREAK IN & BREAK THROUGH ALUMNI

If you want to kick start your career, and learn from an award-winning sportscaster, Rich Hollenberg's **BREAK IN & BREAK THROUGH** program is for you.

Creating and curating this program has been a labor of love for me. I'm currently living out my sportscasting dreams, and I've always wanted to have a platform to share the stories and skills that helped shape my career. Through nearly three decades of successes and disappointments, relationships built, and practice, practice, practice, I'm now at a point where I can give back to the next generation of sportscasters.

The Break in & Break Through program is how I do it.

In a group setting, I comprehensively cover what I know to be the crucial aspects needed to build a successful, sustainable career in sports television and/or radio. I address how to avoid the most common pitfalls that could prevent someone from realizing his/her full potential. And I also spend one on one time with each participant for a more focused, customized experience.

The feedback has been humbling and inspiring. Here is a sampling of just some of the takeaways from the up and comers who are using what they learned in the program to help turn their dreams into reality.

If you want to kickstart your sportscasting career, and learn from an award-winning professional, Rich Hollenberg's Break In & Break Through program is for you!

Get ready to Break In & Break Through!





JIM FERCHLAND
FELICIAN UNIVERSITY PXP



I love how it was super accessible and convenient through Zoom. **I'm so thankful for this experience because it really gave me an outlook on how I can excel as a broadcaster. The return on investment in myself was well worth it.** I learned so much, and it provided me with a broader perspective on how to excel at the little things. The construction of a demo reel was a big help and Rich pushed me to become the best version of myself. I wouldn't be able to strive the way I am now without this cohort. Thank you so much Rich.



RYAN ZIMMERMAN
DELTA STATE UNIVERSITY PXP

“ Not only is having Rich in my corner going to be super valuable, but **I learned so much about more than just play-by-play (i.e., anchoring, reporting) which will make me a more well-rounded and versatile broadcaster.** On top of that, I got connected with so many like-minded young broadcasters, and we can all benefit from knowing each other to move all our careers forward.



MATISON LITTLE
VARSITY SPORTS NETWORK/MMJ

“ The most important thing I learned is the value in having people (like my cohort friends, including Rich) who will have your back in the industry. From the start everyone was so supportive and now I have 11 friends I can count on to review my work, share contacts with, and lean on during my journey. I can rely on the things I learned in this cohort as building blocks for my career. **A lot of what we learned can be applied in all aspects of the industry and at all levels. The biggest thing this cohort gave me was confidence in myself and in my craft.** Having a group of people, including someone like Rich who believe in me is uplifting and furthered my drive to be great.



TREY REDFIELD
SYRACUSE UNIVERSITY

“ **Thank you so much for taking your time to invest in me and improving my game. You got me out of funks and crutches, helped me be more passionate in my work, and got me to be more confident in reaching out to people.** I wanted to sign up to get an extra boost into what I was doing. At SU, I have never had peers go over my work as much, but I knew I would get that here. I wanted to find ways to break through. I have already broken in and done a lot of broadcasting work. But I wanted to find a way to make it better. We can always improve, and this was a great chance to do so.



ETHAN EIBE
UNIVERSITY OF FLORIDA

“ **This was a golden opportunity to learn from a working professional who has been where I am now and done so much in his career. Each week I learned something that I will take with me,** whether it be tips on networking that will help me unlock opportunities, constructing a demo reel that will land me a job, or becoming more self-aware of the specific aspects of sportscasting I need to improve on.



EVAN WESTON
ORLANDO CITY FC PXP

“ Advice from a next level pro on how things really are re: networking, reel construction, the best way to push yourself forward. I have a comfortable pro sports gig, and **at times it can be a struggle not to get complacent, but I made the decision to go for it and I'm very glad I did. I got terrific advice from Rich on how to construct my demo reel in a way that will be most attractive to potential employers, as well as some inspiring words on letting go of fear of rejection** and ghosting to just go for it. My basketball tape already sounds better based on the advice I've received!



RYAN SARTORI
KCHI 102.5 SPORTS DIRECTOR

“ I re-focused myself professionally because of this cohort. I quit my job and jumped headfirst into a news reporting gig so that I could become a better storyteller. Just say yes! I was running out of ideas and paths to get to where I wanted to be and needed a jump start. **I found what I was looking for. I've not only added new tools to my toolbelt, but I've also gained new members of my network. It's a win-win for any broadcaster looking to grow on or off the mic.**



RYAN BRIDGES
SYRACUSE UNIVERSITY

“ I did get an internship this summer from some of the networking tips. However, **I know the beauty of these tips is they will always be true no matter what stage I am at in my career.** The best results are yet to come.



GRIFFIN KASS
QUINNIPIAC UNIVERSITY

“ I'm so grateful I got to be able to be a part of the cohort. It's hard to put the knowledge and wisdom you provided into words. **I thought I knew so much about broadcasting prior to starting, however I knew nothing compared to what I now know.** I am genuinely so grateful for this experience.



CAMERON MANNA
ITHACA COLLEGE



Before I signed up for the RH Break-In & Break Through Cohort my reservations about were the cost, and if I was going to have time to give my full attention to the Cohort. I was never hesitant about the Cohort itself and the things I would take away, because I knew Rich was well known and I have had friends go through the 1st session. **I joined the RH Break-In & Break Through Cohort because my dream is to be the best broadcaster I can be.** Also being a freshman, I wanted to be able to get a step ahead of the competition and I knew this cohort would help with that. Not only did this cohort reassure me that I love what I do, but it motivated me, even more, to work harder because of the people in the cohort. I think the connections I gained through this program and the improvement of my mindset will benefit me in the long run. **The results I have seen so far are my internal confidence as a broadcaster growing because of our lessons and talks about having swagger on air.**



DANA GREY
BLEACHER REPORT NHL WRITER

“ **It turned out to be more beneficial than I could've imagined.** The relationships I've created with the other members and Rich will have an impact on me for years to come. I now have a more positive outlook on the path and pursuit of climbing the ladder in the industry.



DAVID BAUGHAN
SYRACUSE UNIVERSITY

“ **I've learned how to control my voice on the air and how to be composed on camera. My announcing has gotten significantly better,** and I've met some great people that I will share connections with for years to come.



JEREMY GOLDSTEIN
ITHACA COLLEGE

“ I’ve gained not only lots of valuable information but a slew of great connections that will be good resources as I slowly advance in the industry. **I go about my preparation for broadcasts differently and comprehend what is important** in comparison to what I shouldn’t worry about as much.



EVAN BUDROVICH
ACCNX/ESPN+ PXP

“ As the course started rolling along, I felt more confident in my ability to network and developed the backbone to move forward with relationships I’ve built. That led to immediate results.