



9th April 2024

Thank you for your interest in my commentary seminar on April 29th, I'm really looking forward to welcoming you all. A varied and interesting group have come together and I think there will be valuable interaction to be had based on everyone's experiences. The day will be a hybrid of training and workshop-style discussion on the issues and topics.

This day is designed to equip sports commentators, with some experience perhaps in providing streaming-level commentaries, with the necessary skills and knowledge to step-up to national broadcaster level. Skills which they can then utilise in every engagement.

The programme covers various aspects of sports commentary, including research and preparation, on-air performance, working with analysis and in large productions, and the business of commentary.

I have laid out the detailed programme and outline syllabus overleaf.

The venue will be within **Kentucky Horse Park at USHJA, 3870 Cigar Lane, Lexington KY 40511** and the outline timings are;

Group 1: **10:00am – 1:00pm**

Group 2: **2:00pm – 5:00pm**

Any other problems or questions, please don't hesitate to get in touch.

Very best,

John
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Syllabus

Session 1 – What is the job?

Understanding the role; who do we work for? Who is the audience?
Trends and challenges in the industry

Session 2 – Playing nicely with others

Working in a large production; who's who?
Working with and managing analysts/co-comms
Feedback and support

Session 3 – This will get you fired!

Red lines
Microphone management

Session 4 – Preparation

Preparing and managing notes
Technical preparation; rules, formats, tests, the management of the sport and event
What do you need in your booth?

Session 5 – On-air

Addressing the audience; finding your voice and volume, the value of silence, what the viewer can see
Style; addressing replays, dealing with incidents and tragedies
Usage; are you live, delayed, time-shifted, remote?

Session 6 – The business of commentary

Finances; fees and negotiation, taxes
Promotion; showreels, social media
Vocal health



John Kyle

John Kyle is a professional sports commentator and voiceover artist, specialising in equestrianism. He will be the equestrian commentator for the TV world-feed from the Paris 2024 Olympic Games, a role he also undertook at the Rio and Tokyo Games and he was an on-site commentator at London 2012 Games. He has also been on the microphone at numerous other high-profile championships and events and been the lead commentator for the live broadcast of the Kentucky Three Day event since 2014.

John started commentating when he was in his late teens and worked live on site at events and for television alongside studying at Glasgow and Cambridge and later while holding various positions in the British Army and in events administration.

In the summer of 2011 John decided to turn his hobby into a full-time profession and commit to building a strong portfolio of commentating work. Now based in London, he travels all over Britain and internationally, particularly for regular work in the USA and Europe working closely with event organisers and National and International Sports Federations.

For television, John has acted as the main commentator for sports coverage on BBC, RTÉ (Ireland), Regional ITV, NBC and CBS (United States), Sky Sports and Discovery-Eurosport. In addition he is a stalwart of equestrianism's specialist broadcasters; FEItv, Horse & Country and Clip My Horse.

John has provided voiceover services to major companies like SAP, Gartner, Cisco. He has commissioned and produced promotional video content for companies including Mars and Land Rover. In 2022 he acted as a producer for the 32 commentators delivering the world-feed from the Beijing Winter Olympics.



About the day

Having worked in major events and broadcast productions for nearly 30 years - including during the increasing move of niche sports from traditional broadcasters to online platforms - I felt I could offer some useful advice to others in the industry.

The day isn't designed to coach participants in **how** to commentate but hopefully to offer some ways in which everyone can become a better, more professional member of the industry.

Similarly an open discussion of the "business" of commentary is designed to help achieve a level and equitable playing-field for those entering and advancing in the broadcast space.

Those invited already have some experience behind the microphone so the day will run as quite an open discussion on the topics drawing on each attendees specialisations and experiences.

Fees

Cost \$275

Online payment

\$100 deposit - <https://buy.stripe.com/eVa4j241bgJS2883cf>

Full fee - <https://buy.stripe.com/8wM6radBL0KUdQQ6oo>



\$100 - Deposit



\$275 - Full Fee