



SCORING A BETTER DIGITAL BRAND

How an internationally known basketball insider and journalist upped his online brand by creating a home studio for TV broadcasts, podcasts, and streaming.

AT A GLANCE

Challenges

- Getting gear is easy. Getting the right gear isn't.
- You can have the right gear, but do you know how to use it?
- How to make a home office into a branded studio.

Outputs

- An easy to use home studio with lighting, sound, and teleprompter
- Redesigned home studio with branding for all the brands
- A portable audio and video setup for road interviews and podcasts



I've spent a good portion of my career on the air with ESPN, MSNBC, Fox Sport, CBS Sports, and anywhere else that covers basketball. I usually had a team of producers and tech people to make sure I looked my best. In today's world of media, I'm working out of my home office and needed to make it a home studio. Rob handled everything to make sure I look as good as any broadcaster on the air.

Jeff Goodman
Basketball Insider

Field of 68, Stadium

JEFF'S STORY

I know basketball, but I don't know all the technology that goes into making someone look good in today's virtual broadcasts. I was working out of my home office and I could see that a lot of my peers looked better than me on the air. I needed to make changes for my video podcasts and on-air work, but I didn't know how to make the improvements I needed. I had seen a friend who had two complete studio setups in his home and he pointed me to Rob and ITM Speakers.

I had gear and lighting from my time at ESPN, and Stadium had sent me a new camera, microphone, and lights, but I didn't know how to make it all work and more importantly, make my home office look professional.

I had conversations with Rob and after he understood what I was looking for he came to see my space and start putting together all the technology that I had sitting in boxes. Once he got to my home office he started to ask me questions about how I worked in my space and started offering me advice about things I'd never thought about.

I quickly learned that my office wasn't set up correctly. My desk was in the wrong place. My background wasn't supporting my brand. My lighting was making me look less than my best, and my built-in laptop mic made it sound like I was in an echo chamber.

Rob recommended some approaches and additional gear that would enable me to look right at the people I was talking to while still looking straight into the camera. He set up my lighting and even helped me build out my background "set" so it looked great on camera. He even got branded signs made for me so I could have the right logo behind me for the right platform.

Rob even helped me build out a road video kit so I didn't have to take apart anything I'm using in my home studio to do interviews at games, or when I stream content while I'm on road trips.

The best part of this experience is that I had one person that could answer any question I had, whether it was about technology, branding, design, or even office construction. I even called Rob when my wife and I were trying to decide what kind of flooring we were going to use in my office. I knew that Rob would be able to make sure we understood how everything that I brought into my office would affect how I looked and sounded to my audience. Because of this experience, I know more and am confident that I'm representing my brand in the most professional way.