

COACH JOAB RICO

# POETRY MASTERCLASS

*Words That Burn, Sing, Bleed, & Remember*

**A LIVE CINEMATIC ENCOUNTER WITH GREAT LITERATURE**

KEYNOTES • STUDENT MASTERCLASSES
SCHOOL RESIDENCIES • EDUCATOR WORKSHOPS

**READ DEEPER. NOTICE MORE. MAKE THE CASE.**




COACH JOAB RICO • POETRY MASTERCLASS TOUR

# HE TEACHES LITERATURE LIKE A COACH STUDIES FILM.

*Slow it down.*
*Find the decisive move.*
*Understand why it worked.*
*Learn to make the move yourself.*

Coach Joab Rico is a teacher, coach, writer, and speaker whose signature method turns close reading into something students can see, hear, discuss, defend, and imitate.

**TEACHER • COACH • WRITER • SPEAKER**

# WHY THIS MATTERS NOW

## Students can often name a metaphor.
## They still may not know how to read a poem.

Poetry Masterclass closes the gap between identifying a device and explaining how language creates meaning.

**DEVICE HUNTING → DISCIPLINED ATTENTION**
**SUMMARY → INTERPRETATION**
**QUOTATION → EVIDENCE**
**TERMINOLOGY → TRANSFER**

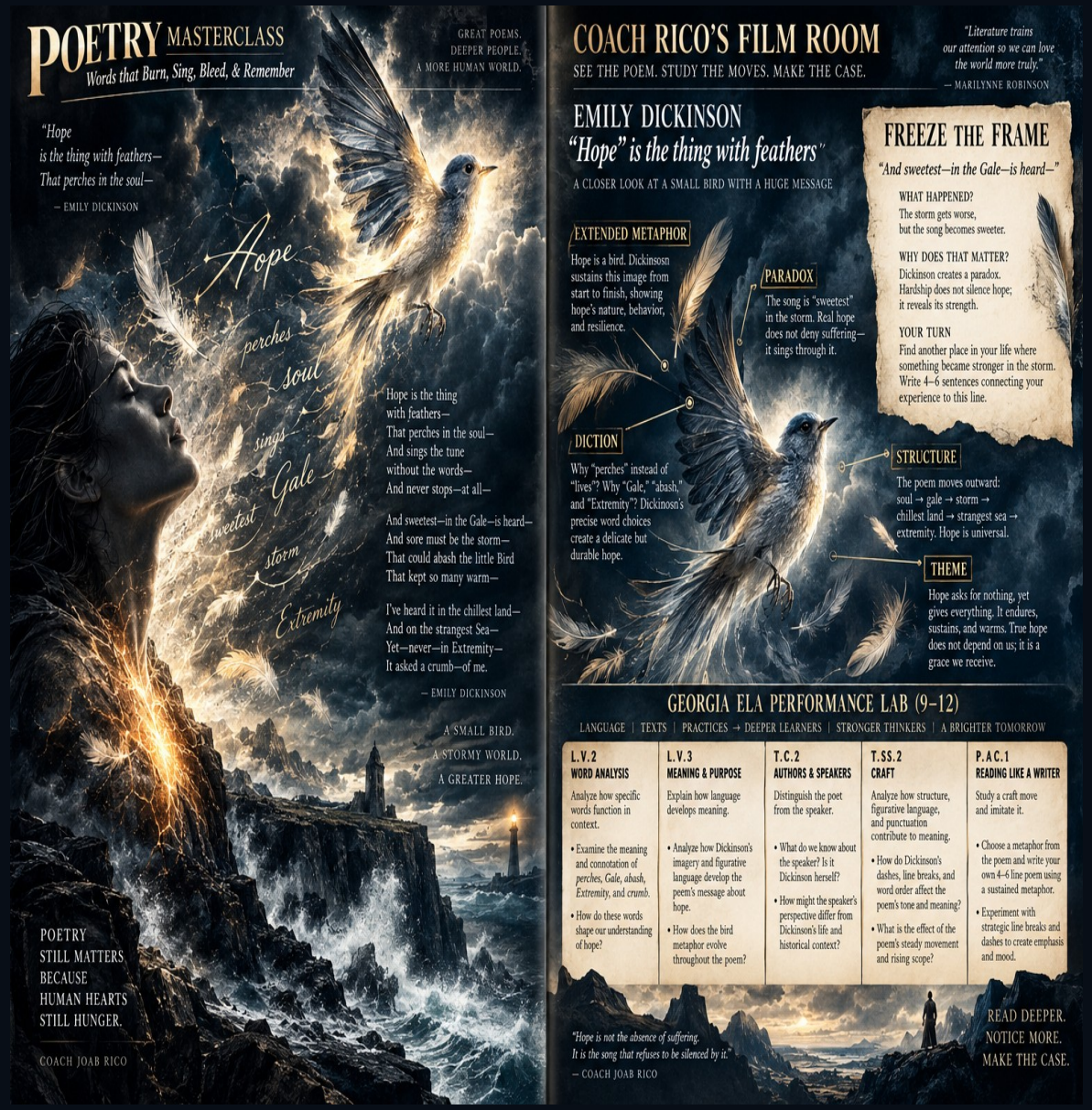


# THE LIVE EXPERIENCE

**A POEM BECOMES A WORLD.**

Dickinson's hope becomes a bird under pressure. Blake's tiger sounds forged. Dunbar's mask splits public appearance from private pain. Whitman's spider throws thread into an enormous void. Shakespeare turns against time.

Students read aloud. Mark the turn. Debate a word. Defend a claim. Imitate a master move. Then face an unfamiliar poem without the training wheels.



# COACH RICO'S FILM ROOM

**SEE THE POEM. STUDY THE MOVES. MAKE THE CASE.**

| | | |
|---|---|---|
| 1 | **FREEZE THE FRAME** | Isolate one decisive line. |
| 2 | **WHAT HAPPENED?** | Establish meaning. |
| 3 | **WHAT DID THE POET DO?** | Analyze craft. |
| 4 | **WHY THIS CHOICE?** | Explain effect and purpose. |
| 5 | **WHAT CHANGED?** | Trace structure. |
| 6 | **PROVE IT.** | Return to exact evidence. |
| 7 | **STEAL THE MOVE.** | Apply the craft in writing. |



# BOOKABLE EXPERIENCES

## POETRY MASTERCLASS

**Student keynote / workshop**

## THE FILM ROOM

**Close-reading intensive**

## READ LIKE A WRITER

**Student writing lab**

## TEACHING LITERATURE CINEMATICALLY

**Educator professional learning**

## LITERATURE FOR STUDENTS WHO THINK THEY HATE LITERATURE

**Engagement keynote / residency**




45–60 min keynote
75–90 min masterclass
Half-day literature lab
Full-day residency
Educator workshop

# WHAT STUDENTS LEAVE ABLE TO DO

01 Hear sound as meaning

02 Analyze decisive words in context

03 Distinguish poet from speaker

04 Trace structure and the turn

05 Explain image, metaphor, symbol, irony

06 Build a defensible thematic claim

07 Use precise textual evidence

08 Compare poets across craft and context

09 Transfer a master move into writing

10 Cold-read an unfamiliar poem independently



# FOR EDUCATORS

## A workshop that respects teachers' intelligence and gives them something usable Monday morning.

- Turn standards into visible student performances
- Teach a decisive line instead of drowning students in annotation
- Build questions from noticing to interpretation
- Use cinematic design without sacrificing readability
- Move from reading analysis into writing apprenticeship
- Scaffold access without lowering the literary ceiling

# WHERE THIS FITS

**High schools**

**District literacy events**

**ELA departments**

**Alternative schools**

**Honors / AP enrichment**

**Teacher conferences**

**Professional learning days**

**Libraries & literary festivals**

**Youth arts programs**

**Community education events**

*Best when the goal is not simply to inspire students for an hour, but to change how they approach a difficult text afterward.*

# ABOUT COACH JOAB RICO




Joab Rico approaches literature with a coach's eye: slow the film down, study the decisive move, understand why it worked, and learn to make the move yourself.

His Poetry Masterclass method blends close reading, cinematic visual storytelling, discussion, evidence-based interpretation, writing craft, and standards-aligned performance. The work is built for students who need literature to become concrete, vivid, demanding, and worth their attention.

*“The standard is not the lesson.*
*The poem is the lesson.”*

# PRESS + PROMOTIONAL COPY

### EVENT BLURB

What if students approached a poem the way an athlete approaches game film? Coach Joab Rico's Poetry Masterclass turns great short poems into a cinematic close-reading experience. Students learn to hear the music, see the image, find the turn, trace the pattern, defend an interpretation, and steal a master writer's move for their own work.

### HOST INTRODUCTION

Today's speaker is Coach Joab Rico - an educator, coach, writer, and speaker who teaches literature the way a great coach studies film. He slows the text down, finds the decisive move, and shows students how language creates meaning. Please welcome Coach Rico.

## READ DEEPER. NOTICE MORE. MAKE THE CASE.

**POETRY MASTERCLASS • WORDS THAT BURN, SING, BLEED, & REMEMBER**

# BRING POETRY MASTERCLASS TO YOUR SCHOOL, DISTRICT, CONFERENCE, OR EVENT.

KEYNOTE • MASTERCLASS • RESIDENCY • PROFESSIONAL LEARNING

*A good event creates energy.*
*A great event changes what students can do.*

**READ DEEPER.**
**NOTICE MORE.**
**MAKE THE CASE.**

COACH JOAB RICO