

PRESS KIT

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Author, **TEACH YOURSELF TO SWIM LIKE A PRO IN ONE MINUTE STEPS**

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**“The World’s Best Swimming Instructor”
and expert on drowning prevention**

Available for last minute interviews as replacement for a no-show guest 24/7



An unintentional drowning or near drowning accident was just reported in the news. Now is the time to use this story to provide a teachable moment how listeners and their loved ones can prevent being the next statistic.

I will talk about drowning prevention and how to start learning to swim at home without a pool!

Your producer will be provided with a large list of frequently asked questions in this press kit. Or, your listeners can call in to the station and get direct answers to their questions.

Your producer can sample my free e-book “Teach Yourself of Your Kids to Swim at Home Without a Pool” and 9 page article “Tips to Prevent Drowning” using this link with an intro video
<http://ic.instantcustomer.com/gov3/121071/thank-you>

Background Information

In my opinion, 95% of unintentional drowning deaths are preventable with only 1-2 hours of basic instruction. But the #1 problem is that the instructional delivery system is failing and is supported by the statistics.

My statistics for radio interviews come from The Centers for Disease Control and Prevention in Atlanta. They are the most accurate reporting agency that point to the need for quality swimming instruction.

The greater emotional story is when a child is hurt because they are most defenseless and vulnerable. But the statistics report adults are far more vulnerable:

1. 3700 people drown each year in the U.S. or average 10 people per day.
2. Of that 10 only 2 are children and 8 are adults.
3. Culturally, 70% of blacks and 60% of Hispanics do not know how to swim.
4. For children aged 1-4 and 14 and under, unintentional drowning is the leading and second leading cause of death.
5. But if a child learns how to swim before the age of 4 they have an 88% probability of surviving a water accident.
6. Sadly, if the mother does not know how to swim the child has only a 13% chance for learning how to swim.
7. For every drowning there are four near drowning accidents and of those 50% results in permanent brain damage creating long-term emotional and financial hardship to entire families.
8. For adults who drown from boating accidents, 9 out of 10 were not wearing a life preserver.

This outlines the problem:

1. Major learn to swim programs like the Red Cross and YMCA have not updated their methods and cues known to get better results in over 50 years.
2. Major programs and Aquatic Directors of small to large municipal public and private pools do not openly care to listen to experienced instructors to embrace change in their delivery systems.
3. The Aquatic Directors of temporary programs only open for the summer months who are responsible for teaching their lifeguards who are also the lesson instructors are generally not accomplished swimmers nor are their student instructors.
4. Competitive swimmers who could make excellent instructors because they know the feeling cues to talk about and properly demonstrate skills do four times the yardage in practices than young swimmers did even 20 years ago. Consequently, they go home after practice and take a nap. What are left to teach swimming are young inexperienced non-competitive instructors who may incorrectly demonstrate skills that students will copy but think they are swimming efficiently.
5. Most lesson programs I have observed do not spend enough time teaching floating skills first. The preference is to get a child stroking as soon as possible to demonstrate to the parents that their child is swimming and their instruction provides value so they will continue to take more lessons.
6. If a child or adult is taught with emphasis on stroking first and not floating skills, they get the mindset that if they don't move their arms and legs fast they will sink. But this only creates a fast path to exhaustion and panic.
7. Most lesson programs spend little or no time on knowledge of water safety concerns for unfamiliar places because their instructors do not have enough experience to explain what to avoid and how to skillfully perform if caught in a threatening circumstance.
8. Like any sports skill once you learn incorrectly it is more difficult to extinguish bad skills to relearn newer more efficient skills. For example, by floating first and swimming second your brain can focus on learning new skills correctly like distance per stroke to allow more time to exhale and breathe air back in to relax and keep going without fear.
9. Programs seldom take time to discuss water safety risks in a variety of unfamiliar places because young inexperienced instructors and aquatic directors have never experienced what can happen in those places with regard to wave actions, currents, marine life, and hypothermic conditions. Some skills without knowledge can lead to serious consequences.

10. There is no quality control over the delivery of swimming instruction and the statistics prove my point. Probability wise several of the 8 adults who unintentionally drown each day had to have taken Red Cross swimming lessons as children, but probably quit never mastering their breathing and floating skills once they qualified to go off the diving boards in the deep well.
11. Once a kid can pass the simple test of staying afloat for only a couple of minutes and stroke any old way from the diving board to the ladder they think they know how to swim. So they stop taking lessons because even kids know poor instruction is a waste of their time. These kids grow up to be adults at risk because they were never taught proper breathing or knowledge of water safety risks in unfamiliar places.
12. Perhaps more than 90% of the swimming instructors (not coaches) are not swimmers – (able to swim multiple laps in a pool or in open water to understand the application and demonstration of correct methods and visual, verbal, and most important kinesthetic or feeling water pressure cues on the hands and forearms).
13. There are very few adult learn to swim programs available because inexperienced instructors do not know how to overcome fears and teach adults basic skills like floating. And without success adults give up and stop taking lessons.

This outlines how I solve the problem and my value to your audience:

1. I am the first professional to provide a “teach yourself to swim” delivery system of easy-to-master one-minute steps so people can learn how to teach themselves or their kids to swim with my book and DVDs.
 2. My system fulfills a need in rural and low income urban and suburban areas where there is no pool, experienced instructors, or affordable lessons for families.
 3. I wrote and provide a free e-book “Teach Yourself or Your Kids to Swim at Home Without a Pool” on my websites www.SwimVideoCoach.com and www.LearnToSwimProgram.com. I show and tell how to use a kitchen sink, dressing mirror, mattress, and a bathtub to learn and be familiar with all the basic physical skills at home first to overcome any fears and learn at your own pace for the entire family for no money as easily as learning other backyard sports skills.
 4. Once familiar with the physical patterns they are easily transferred and repeated in the shallow end of a pool or lake where you can stand up.
 5. All of my valuable content is based on never out-of-date physics and psychology of learning principles.
 6. My book and DVD sets are a complete curriculum series reference resource so people can learn at their own pace, share, keep learning new skills, and review old skills to keep improving their knowledge of water safety to avoid risks.
 7. I correctly demonstrate skills and teach updated methods and cues that are proven to get faster longer-lasting results. This challenges and rewards kids to keep learning and improving their skills and safety knowledge beyond learning in a clear heated pool with goggles.
- **I teach people how to swim at home without a pool.**
 - **I frequently teach a non-swimmer how to swim in one hour.**
 - **I have taught people how to swim or be more efficient on the phone.**
 - **I introduce 6 new teaching methods to get faster longer-lasting results!**
 - **I advocate the best age to teach swimming is 2-18 months.**

“Drowning Prevention” and “Swimming Instruction Tips”

Exp time allotted

1. :30 We have heard the term “water babies.” What is the best age to start teaching your child to swim?
2. :30 What is the biggest mistake owners of backyard pools and hot tubs make?
3. 1:30 Your mission is to save more lives. What can our audience learn from current statistics that would motivate them to want to learn to swim, teach their children, and make sure their family is safe?
4. 1:15 What are some early steps every parent can teach their children to start to learn to swim at home without a pool?
5. 1:00 What advice would you give our active lifestyle adult listeners to improve their swimming skills when there are no adult swim classes around?
6. 1:00 How do you get parents to teach their children when they don’t know how to swim?
7. 1:00 What are some drowning prevention tips you can offer our audience?
8. :30 I am an adult reading your book and trying to teach myself to swim, what first steps should I focus on?
9. :30 Of all the swimming skills which one do you feel is most necessary to spend more time getting it right?
10. :45 Why do kids stop taking lessons once they learn to swim a short distance with their heads out of water when they could improve their overall skills and safety?
11. :30 You say parents don’t pay much attention to water safety concerns in other aquatic environments when they go on vacation? Why is that true?
12. :30 How are kids able to convince their parents they know how to swim when they have such poor skills and overestimate their ability?
13. :30 What do you mean by water safety resting skills? Can you provide a few examples we all should know how to do?
14. :45 Hypothermia poses a serious problem, but most people think it only applies to colder climate zones. What kinds of precautions should people take while boating?
15. :45 Can you describe the difference between an undertow and a rip current for our listeners?
16. :30 How do you teach a child to hold their breath with their face in the water?
17. :30 What is the biggest mistake parents make?
18. :30 What advice would you give a non-swimmer to get started?

19. :45 Exactly how do you teach someone to overcome their fear of drowning? Give us a step-by-step breakdown.
20. :45 Can you recommend some really quality swimming technique tips for our listeners?

Suggested Introduction and Opening Questions:

1. Can you tell us a little bit about what you do?
2. How did you get started in teaching swimming?
3. When did you first decide that you wanted to be a swimming instructor?
4. Can you tell us some of the statistics about drowning to gain the attention of our listeners?
5. How should our listeners know if learning to swim is right for them?
6. How long will it take for our listener to learn how to swim efficiently and be safer in and around water?
7. What information do you plan to pass on to our listeners today? Please just give us a quick walkthrough.

Suggested Conclusion and Call to Action Questions:

1. As we wrap things up, what should our listeners be doing to improve their swimming skills and water safety in less time?
2. What final words of wisdom would you like to pass on to everyone who's listening in to this call?
3. Where can our listeners find out more about you?
4. What freebies can you offer to our listeners today?
5. What special offer can you make for our listeners?
6. Tell us a little about your products and services?
7. Where can our listeners go to get more free quality content?

40 time allotted suggested Interview Questions

Exp time allotted

1. :30 We have heard the term "water babies." What is the best age to start teaching your child to swim?
2. 1:00 What makes your book, "Teach Yourself To Swim Like A Pro In One Minute Steps" different from other swimming books?
3. 1:30 Your mission is to save more lives. What can our audience learn from current statistics that would motivate them to want to learn to swim and make sure their family is safe?
4. 1:45 You certainly have the credentials, education, and experience over other authors of swimming instructional books, but what motivated you to write Teach Yourself To Swim Like A Pro?

5. 1:30 You promote a system to teach yourself (or your kids) how to swim at home without a pool. How and why did you create that system?
6. 1:00 Is it easy for a parent or grandparent to teach their child to swim?
7. 1:15 What are some early steps every parent can teach their children to start to learn to swim at home without a pool?
8. 1:30 You say that the quality of swimming instruction has decreased in the last 20 years. Why is that?
9. 1:15 What personal experiences can you share about teaching your own six children and thirteen grandchildren how to swim?
10. 1:00 What advice would you give our active lifestyle adult listeners to improve their swimming skills when there are no adult swim classes around?
11. 1:00 You state that in some cultures swimming is not valued over soccer, basketball, or football skills yet learning how to swim has the potential to save your life. How do you get parents to teach their children when they don't know how to swim?
12. 1:00 We just had a drowning in our local community. What are some drowning prevention tips you can offer our audience?
13. :30 I am an adult reading your book and trying to teach myself to swim, what first steps should I focus on?
14. :45 How do you teach yourself or someone to float in the pool on their own?
15. :45 If people can afford lessons, how can they find a good local instructional program?
16. 1:00 Why do adults and parents or grandparents think they cannot teach themselves or their children how to swim?
17. :30 Of all the swimming skills which one do you feel is most necessary to spend more time getting it right?
18. :45 Why do so many adults who have had lessons as children still swim with their heads out of water?
19. :45 Why do kids stop taking lessons once they learn to swim a short distance with their heads out of water when they could improve their overall skills and safety?
20. :30 You say parents don't pay much attention to water safety concerns in other aquatic environments when they go on vacation? Why is that true?
21. :30 How are kids able to convince their parents they know how to swim when they have such poor skills and overestimate their ability?

22. :30 What do you mean by water safety resting skills? Can you provide a few examples we all should know how to do?
23. :45 Hypothermia poses a serious problem, but most people think it only applies to colder climate zones. What kinds of precautions should people take while boating?
24. :45 When most people learn to swim in clear heated pools, why are survival skills necessary?
25. :45 Can you describe the difference between an undertow and a rip current for our listeners?
26. :30 How are river currents different from wave action?
27. :45 Occasionally “shark week” appears on the cable network. Are sharks becoming a greater threat to ocean swimmers?
28. :30 What other types of marine life pose a threat?
29. :30 On average, if I learn and master all the home based skills first, how long would it take me to learn how to swim in the shallow end of the pool?
30. 1:30 Describe your six teaching methods and why you get fast results?
31. 1:00 How do you teach a child to hold their breath with their face in the water?
32. 1:30 Can you offer some key tips to learn how to do your breathing in freestyle?
33. :45 To be efficient, why is reducing drag or resistance as important as propulsion?
34. :30 What is the biggest mistake swimmers make?
35. :30 What is the biggest mistake parents make?
36. :30 What is the biggest mistake owners of backyard pools and hot tubs make?
37. :30 You state that lifeguard training and supervision has improved tremendously, but that they are not your kid-sitter. What do you mean by that?
38. :30 You don’t make a big deal over swimming certifications, why?
39. 1:00 Can you give us an example how psychology of learning plays a role in teaching oneself to swim?
40. :45 Why do swimmers violate Newton’s Laws of Motion when they swim?

Back Story

In the summer of 2010, I learned of nine African-American teens drowning in the Arkansas River. They were all related as brothers, sisters, and cousins. I imagined losing just one of my 6 babies (I have six

including triplets now all grown) or one of my thirteen grandchildren. I sat in a chair and cried for 20 minutes.

Then I took action. I created an outline and complete instructional curriculum, and took two years to write the book with 1046 “how-to” pictures in skill sequences and another six months to complete the only DVD series available. This has 4 DVDs, 7 hrs. 21 min. viewing time to provide a never-out-of-date reference resource anyone can review anytime to learn at their own pace.

Half of every 30 minute lesson is taken up by small talk and performing the skill being taught, and then perhaps 50% of that is forgotten a few weeks later. Worse, the instructor may not swim well enough to properly demonstrate or interpret the methods and cues to the learner.

I wanted to provide a quality standard anyone could use to teach themselves or their children as simply as learning to play other sports skills in the backyard and transfer to the playing field.

The real problem is that up until I produced my book and DVDs there was no way to teach people to swim in rural and impoverished urban and suburban areas without assistance. In these areas there are no pools or they may be only open for the summer season. Indoor pools are in metro areas, and seldom offer adult swim classes. And if there is a pool, they have young inexperienced instructors who are not swimmers to know the correct visual and feeling cues to attend to. Students are easily frustrated with little or no progress, and quit taking lessons before they master their breathing.

My motto is No \$\$\$, No pool, No problem. I devised a **sequential system** to teach all the basic motor patterns to make them familiar enough to transfer those same identical elements from home to the shallow end of a pool or lake. I could teach 300 kids how in a gym. Then in small groups of ten introduce them to learn how to swim in a pool in one hour without large scale screaming and panic. They would already be familiar with all the skill patterns and holding their breath with their mouths open for 20-30 seconds!

As the TV/radio host and producer, in the early content of my book **I have a system “to teach yourself (or your kids) how to swim at home without a pool.”** In 5-7 minutes I explain, or if on TV, show how your audience can do several easy-to-master skills steps at home or in the live studio with me.

If you are a TV producer, all I need is a kitchen sink like you would use for a cooking show, a bench or mattress to lie down on, a portable dressing mirror, and maybe instead of a bath tub a plastic kiddie pool will work to kneel down in or next to.

An interview with me will prove very enlightening for you and your audience. **No other instructor in the world has my credentials, education, and experience** to know what to say, and do at the right time because the majority of them are NOT swimmers. Because I am a swimmer and still competing I use correct visual, verbal, and kinesthetic (feeling) cues that get faster longer lasting results!

If your community has just experienced a drowning or near drowning, now is the time to use this teachable moment as a community service to interview me to provide answers to their questions live on-air and how to take action to prevent such tragedies and keep their families safer.

Author Credentials Education and Experience

DR. PETE ANDERSEN BEHAVIORIST, AUTHOR, SPEAKER, COACH, PUBLISHER

5-time All-American Indiana University
 Masters Swimming World & National Record Holder
 21-time Senior Olympic Summer Games Gold Medalist
 Coach of All-Americans
 Ph.D. in Perceptual-Motor Learning & Sport Psychology (psychology of learning)
 54+ years of teaching experience
 Creator of six unique teaching methods
 Retired Illinois K-12 school superintendent

B.S.	Exercise Science & Health Education	Indiana University, Bloomington, IN
M.S.	Exercise Science & Health Education	Indiana University, Bloomington, IN
Ph.D.	Perceptual-Motor Learning & Sport Psychology	University of Toledo, Toledo, OH
Type 75	Illinois Administrator Certificate	DePaul University, Chicago, IL
Type 75	Illinois School Superintendent Certificate	Lewis University, Romeoville, IL

Owner, Sports Advisor Features, news syndicate 1989- present
 Publisher – “The Sport Psychology Advisor” 1989-1992
 (A 500-600 word weekly column before mental skills training became popular)

Owner, Publisher, Trius Publishing, Inc., February 2007

Author Bio

Dr. Pete Andersen has 54+ years of teaching swimming experience. He first learned how to teach swimming as a freshman at Evanston Township High School, Evanston, IL. Their learn-to-swim station program was copied by many other high schools at the time. He went on to become a 5-time All-American swimmer at Indiana University coached by famed mentor, Doc Counsilman. From Doc, he learned how to apply physics principles to his swimming instruction.

After completing his Master’s Degree at IU he became the Director of Aquatics and head swim coach for Maine West High School and the City of Des Plaines, IL park district. He taught numerous student instructors employed by the park district for their Saturday and summer swim school programs.

Four years later he entered the Ph.D. program at the University of Toledo. Three months into the program his wife gave birth to triplet boys and completed a three year degree program in two years. For his dissertation he tested the 1972 United States Men’s Olympic Swimming Team as subjects. His major emphasis was in Perceptual-Motor Learning and Sport Psychology or how we best learn physical skills, and went on to coach All-American collegiate women and high school boys.

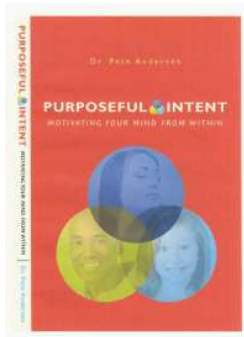
With the power of physics and psychology of learning principles, he created a unique learning system of easy-to-master one-minute steps. All content is based on never out-of-date physics and psychology of learning principles and the new science of swimming instruction.

He noted that major programs do not reach enough people in rural and low income areas, and created a simple system starting in the home without a pool that could help save more lives worldwide.

To practice what he preached, he started to compete again in the Masters and Senior Olympic swimming programs. After several years of hard training using his own principles for efficient technique he set national and world records. To date he has won 21 Senior Olympic Summer Games Gold Medals.

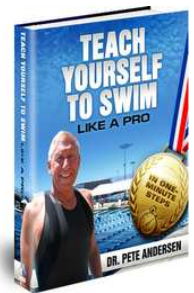
In 1989 he founded Sports Advisor Features news syndicate to publish his column, “The Sport Psychology Advisor.” This syndicated column focused on mental skills training for sports enthusiasts, and was published weekly from 1989-1992 easily ten years ahead of its time.

February 2007 he incorporated Trius Publishing, Inc. to have more control over his authored works.



In June of 2008 he retired as a school superintendent, wrote and published his first book, **PURPOSEFUL INTENT**, March 2009, \$26.95 on Amazon, to learn intrinsic motivation using three inter related skills known as The Triad Performance Improvement System used by most all top performers. This large comprehensive work has been called the Bible of intrinsic motivation and is now being turned into a shorter co-authored book series with experts in their fields.

His second book, **TEACH YOURSELF TO SWIM LIKE A PRO IN ONE MINUTE STEPS**, July 2012, \$24.95, has been called the new science of swimming instruction based on physics and psychology of learning principles. Dr. Pete has the credentials, education, and experience to provide this content-rich information everyone should know and have as a resource to keep their families safe. Along with the book, he has produced a 4 DVD set of 7 hour and 24 minutes of viewing time swimming instructional DVD series that can be view in large groups and shared by families, relatives, friends, neighbors, and co-workers to improve the quality of swimming instruction worldwide. His hallmark is to break down complex swimming skills into easy-to-master smaller steps and then chain them together to swim efficiently, conserve energy, and improve water safety.



He currently resides in San Diego with his wife, and triplet boys' families and daughter who reside in the area. And between workouts he is teaching seven of his thirteen grandchildren how to swim efficiently as a proud grandpa.

Book & DVD Series Descriptions – Short Version

Teach Yourself [for your kids] To Swim Like A Pro In One Minute Steps is the new science of swimming instruction based on physics and psychology of learning principles. Its mission is to save more lives. Translations into other languages are underway. The content is **marketed through social media worldwide to reach more people in rural and low income urban and suburban areas** that may not have a pool or quality instructors.

The book features a 7 x 10 cut size, 253 pages, 1046 photos arranged in sequences above brief descriptions showing you how to perform a variety of easy-to-learn skills in one minute steps. You are introduced to six new teaching methods and numerous cues that get faster longer-lasting results.

The benefits are that **you can learn at your own pace and have a constant resource to reference and share multiple times with family, relatives, friends, neighbors, and co-workers.** In a few short sessions, you can learn what has taken over 50 years of professional teaching, coaching, and competitive experience to learn.

If you want to improve your efficient skills or teach your kids to improve their safety, you will get the results you want and expect from a pro. The content is ideal for Active Lifestyles, Parents/Grandparents/Beginners and Non-swimmers/Instructors, and Competitive Masters, Senior Olympians, Triathletes, and USA Swimming age-groups.



***** Just Released!** Each DVD is \$97 and worth over \$1000 in lessons.

3 DVD set Active Lifestyle 5:37 viewing time. Complete curriculum skill demonstrations by Dr. Pete in easy-to-master lessons: Floating, freestyle with breathing, resting skills, backstroke, water safety, elementary backstroke, deep water skills, and breaststroke.

4 DVD set Parents, Grandparents, Beginners, Non-Swimmers, Instructors 7:24 viewing time. Complete curriculum sequence; teaching and skill demonstrations by Dr. Pete. Easy-to-master lessons for floating, freestyle with breathing, resting skills, backstroke, water safety, elementary backstroke, deep water skills, and breaststroke are covered.

2 DVD set Competitor 3:21 viewing time. Demonstrations by Dr. Pete for stroke technique, feedback cues, training methods, workouts, starts and turns, pace, mental skills - visualization, and mechanics are covered.