

Dick Shafran - Bio

“When I walked out of the audition, all I could think about was Dick Shafran’s fabulous voice” says Doug Christensen of Big Communication. It is Dick’s voice that you notice and his quiet, warm demeanor coupled with his tall trim frame and genuine smile. That is Dick Shafran.

“Dick is a person who walks into a room and you feel drawn to him. He is so sweet and sincere an individual” says Da Marie Boyer of Signet Creative.

This accomplished performer has much to offer, but it took years before he came out from behind the microphone and into the spotlight. Dick first came to wider audience notice when he took the all night shift at WNIC-FM. His stories of the many strange female callers and the excitement of being at a radio station that rose to the top in the over ten years he spent there, make for great conversation.

During those years Dick finished college, married, had two daughters and learned to stay on his strange schedule of sleeping during the day. Yet, this is not actually where his career in broadcasting began. It started during a family vacation in Ohio, with an uncle who worked on the air and drove him and his brother around town in the news car.

“Everyone knew him and was thrilled. I turned to my brother and said, This is what I want to do!” That was the *‘moment’* that he knew. Dick later started working at his high school radio station and read the news. By his own admission he was not that good. Then he finally put together his love of music and his ability to speak confidently into being a disc jockey.

That move led to having the program director of WNIC, Paul Christy hear him and offered the all-night shift. The management changed frequently and Dick never really got a shot at a day time shift. Soon, he had two growing daughters, a mortgage and a decision to make. ***What should he do with his talent and his career?***



Dick had stayed close to Doug Hamilton and Da Marie Boyer who had made the move into voicing industrial training videos, doing print work, commercials and narrating corporate image films. Doug and Da Marie had formed a management firm coupled with an audio studio to locate more work and make being freelance a bit more income friendly.

Da Marie’s and Doug’s first instructions for him included shaving off his goatee and buying some suits, then learning how to use an ear prompter. Dick worked hard and his career progressed to where it is now. Agents and casting directors came to know his voice, his name, and his look. Expanding the work he does to include the agents’ print departments as well as voice-over and on-camera.

When Dick’s daughters were much younger, they would mimic their Dad’s on-air delivery by

dropping their chins and saying in their lowest voice, **“This is Dick Shafran.”** Once an audition was being held in Cleveland over a weekend and Dick took the whole family. For his older daughter Megan the fact that her Dad was auditioning meant very little, it was the fact that the young teen heart throb Brad Renfro was there and Dick was able to introduce her. That made the trip worth it for Megan!

All of Dick’s siblings are in the business. His older brother, Jim, has worked for years announcing high school sports for Comcast Cable. You could always hear Jim Shafran doing play-by-play or color commentary cruising through the stations in a Comcast cable area. Dick and Jim’s younger sister Kathy works in Flint, Michigan at WJRT-TV as a news editor. She has worked on-air and covered stories for networks in the Middle East. Now Kathy has 3 children and she balances her family, marriage and career the same way Dick does.

If you are counting, all three Shafran children work in the media. So, what kind of home life could they have had? Well, a solid one, despite the tragedy of their father passing away suddenly of a heart attack when they were all under the age of 12. Their mother, Joan, still wanted her three



young children educated and happy. She achieved that for her kids, giving them the foundation needed to finish college and find happiness in their careers. Dick reflects, **“My mother would only say, ‘Do a job that will make you happy.’”** Joan never put pressure on her kids to go into a certain profession.

“When we were all in our early 20’s working in radio, some of our best parties were at Joan’s house in the backyard. She always knew who her

kids friend’s were and what kind of people they were. Talking to her was just as interesting as anybody there. When she passed away, a great lady was missed. At her funeral, even some of our talent agents came. Of course, it was to support Dick, but I know that some of it was to learn how a single mother could raise such outstanding children.” reflects Doug Hamilton.

Dick has done more corporate training productions than he cares to count. He has dressed up as George Washington and Frankenstein’s monster and even narrated a sales film for a casket manufacturer.

After close to 20 years of being freelance, Dick says, **“In getting my schedule, I often have to say, ‘I’m auditioning for what?’ But what matters is the fact that I get to learn new things and work consistently with different people.”**

Dick Shafran does have a wonderful voice, the good looks for working on-camera, and always has great desire to do the work well. He also never forgets what his mother said, **“Do a job that will make you happy”.**