

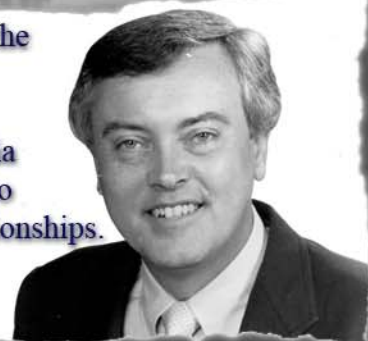
Mike Patrick Sports Media Training

The Truth About The Sports Media

(703) 425-6421
(301) 483-0158

ESPN Sportscaster Mike Patrick has been recognized as one of the premier network play-by-play announcers for more than three decades. He has interviewed thousands of athletes in all sports. Some have done well. Some not so well. Mike Patrick Sports Media Training is an intensive two-hour program that trains athletes on how to conduct interviews and how to effectively manage their news media relationships.

www.mikepatricksports.com



Success in sports requires more than just raw talent. It requires maturity, professionalism, and class!

Athletes are evaluated, dissected and scrutinized, not just by coaches, but by the fans who come and see them play. The fans will judge what kind of athletes they are by their performance on the field. But, they will judge what kind of people they are by their performance off of it.

And, the only way they can make that evaluation is based on what they read about you in newspapers and magazines, what they hear about you on the radio, and what they see about you on television.

Fans want to cheer for good people. Corporations want to hire athletes with class to endorse their products. The sports media plays a critical role in your success or failure in the public arena - the court of public opinion.

Athletes have a significant measure of control over their relationships with the sports media and the coverage they receive depending on how they conduct themselves.

For More Information, Contact Mike Patrick Sports Media Training at either (703) 425-6421 or (301) 483-0158 or go to www.mikepatricksports.com.

What The Program Covers

- > Understanding The News Media
 - > Proactive Media Relations
- > The Impact of Bloggers on You
 - > Sports Reporters
- > Interview Evaluation Process
- > Making Declarative Statements
 - > Compressing Responses
 - > Redirecting The Interview
 - > Using The Interview To Your Advantage
 - > Handling The Ambush & Difficult Situations
- > Managing The Interview Process
 - > Stuff Not To Say
 - > And More.

Participants are also put through a series of videotaped practice interview scenarios. Players' performance is then evaluated and additional practice interviews are conducted until players are comfortable they have the tools to conduct effective media interviews.

