

6-Week NCAA Athlete Communication & Media Training Curriculum

Week 1: Foundations of Athlete Communication

- Understanding the role of communication in NCAA athletics
- Coach-player interactions: tone, clarity, professionalism
- Mock coach-player conversations
- Key vocabulary: injury updates, tactical language, emotional regulation

Week 2: Press Conferences & Media Etiquette

- Structure of NCAA press conferences
- Handling tough questions after wins/losses
- Mock press conference drills
- Language focus: avoiding blame, redirecting negativity, team-first phrasing

Week 3: Leadership Communication (Captains & Upperclassmen)

- Leading huddles, halftime talks, and team meetings
- Motivational language and emotional intelligence
- Delivering concise, high-impact messages under pressure
- Practice: 30-second halftime speeches

Week 4: Storytelling & Personal Branding

- Talking about your journey as an international athlete
- Crafting a personal narrative for interviews
- Social media professionalism and NCAA guidelines
- Practice: 60-second personal story delivery

Week 5: Game-Day Communication Scenarios

- On-field communication phrases and variations
- Handling conflict: referees, teammates, opponents
- Real-time decision-making language
- Scrimmage simulation with communication goals

Week 6: Final Assessment & Media Day Simulation

- Full mock media day: press conference, sideline interview, leadership moment
- Individual feedback on clarity, tone, and professionalism
- Review of essential NCAA phrases and alternatives
- Certificate of completion summary