

MEDIA TRAINING

FRED HICKMAN COMMUNICATIONS

FOR ATHLETES,
COACHES & TEAM
ADMINISTRATORS

FRED HICKMAN COMMUNICATIONS' MEDIA TRAINING HELPS PROFESSIONAL ATHLETES, COACHES AND FRONT OFFICE STAFF TACKLE A VARIETY OF CHALLENGING MEDIA SITUATIONS:

- How to conduct yourself in a radio or television interview
- Dealing with high-pressure situations – such as the run up to a championship game, trade talks and rumors – or off-the-field conflicts
- Delivering an effective public speech
- Appropriately maximizing your social networking outlets
- Representing yourself in connection with nonprofit initiatives
- How to handle success with class & humility

Just as an athlete needs good coaching to master the fundamentals of their sport, **proper media training can help shape an athlete's public persona**, connect with fans, increase his or her marketability and enhance their value to both their franchise and to themselves. Fred Hickman Communications provides opportunities to learn the essentials of interviewing, public speaking and personal appearances from sports media experts, **helping you to become an effective communicator** and a positive influence on your team, your franchise, your community and your earning potential.

With our “concierge” approach to media training, **we bring everything to you** – at home, the stadium or any site you prefer. Our personal video and audio coaching sessions utilize on-camera mock interviews and real-world examples, and offer proven techniques and resolution strategies. **Every client receives one-on-one instruction**, our “Fred Said It!” media strategy handbook, custom DVD of his or her individual session and follow-up training when needed.

**“Fred
said it!”**SM

For more information please contact us at
mediatraining@fredhickman.net
626-390-3935 | www.FredHickman.net

© 2011 Fred Hickman Communications



Knowing WHAT to say, HOW to say it and WHEN to say it are no different than learning how to hit a major league curve ball - it takes time, practice, patience and proper instruction from those who have been through the process and can break it down into clear and simple steps.

With over 30 years of on-camera experience and numerous awards to his credit, **Fred Hickman has worked as a lead anchor for prominent sports networks including TBS, TNT, ESPN, Fox Sports and the YES Network.** Fred is a highly skilled, versatile broadcaster, having led coverage for major sports properties and events including the Super Bowl, Winter Olympics, NFL, NBA, MLB and NCAA telecasts, pre-game and post-game shows.

Fred's vast expertise and insights on working with the media will teach you that while the tools we use to communicate may have changed, what's important to communicate has not.