

## **PR/Media Training Training 101**

The Fritz Pollard Alliance (FPA) is here to guide you through the intricacies of public relations and media strategies within the NFL. Mastering media relations is crucial for articulating a team's position and minimizing adverse publicity. Our training includes mock press conferences and simulated media engagements to prepare you to excel in public engagements.

1. Craft Team Message
  - a. Learn how to develop a clear and impactful message.
  - b. Ensure the message you deliver aligns with your team's values.
  - c. Communicate clearly.
2. Interview Strategies
  - a. Be prepared
  - b. Learn how to steer conversations back to your key message.
  - c. Body language and non-verbal communication is powerful.
3. Press Conference Simulations
4. Crisis Management and Communication - please review our detailed guide on Crisis Management

## **Real-Life Scenarios**

To further challenge and prepare you, we will offer opportunities to tackle real-life scenarios within controlled settings. This practical approach guarantees you grasp the underpinnings of crisis management but also gain hands-on experience required to confidently deal with complex situations.

Excelling in media relations ensures you effectively transmit and communicate your team's ethos and manage any unforeseen challenge with ease, respect and professionalism.