



FINDING THEIR VOICE IN YOUTH SPORTS

Developing Confidence, Communication & Leadership in Every Athlete (Ages 4–17).

CULTURAL WEALTH SPORTS MEDIA TRAINING CURRICULUM.

ATHLETIC EXCELLENCE REQUIRES CHARACTER, CONFIDENCE, AND COMMUNICATION

We equip athletes ages 4–17 with the media presence, leadership, and emotional intelligence skills to represent their teams and communities with pride.



- Learn to speak confidently.

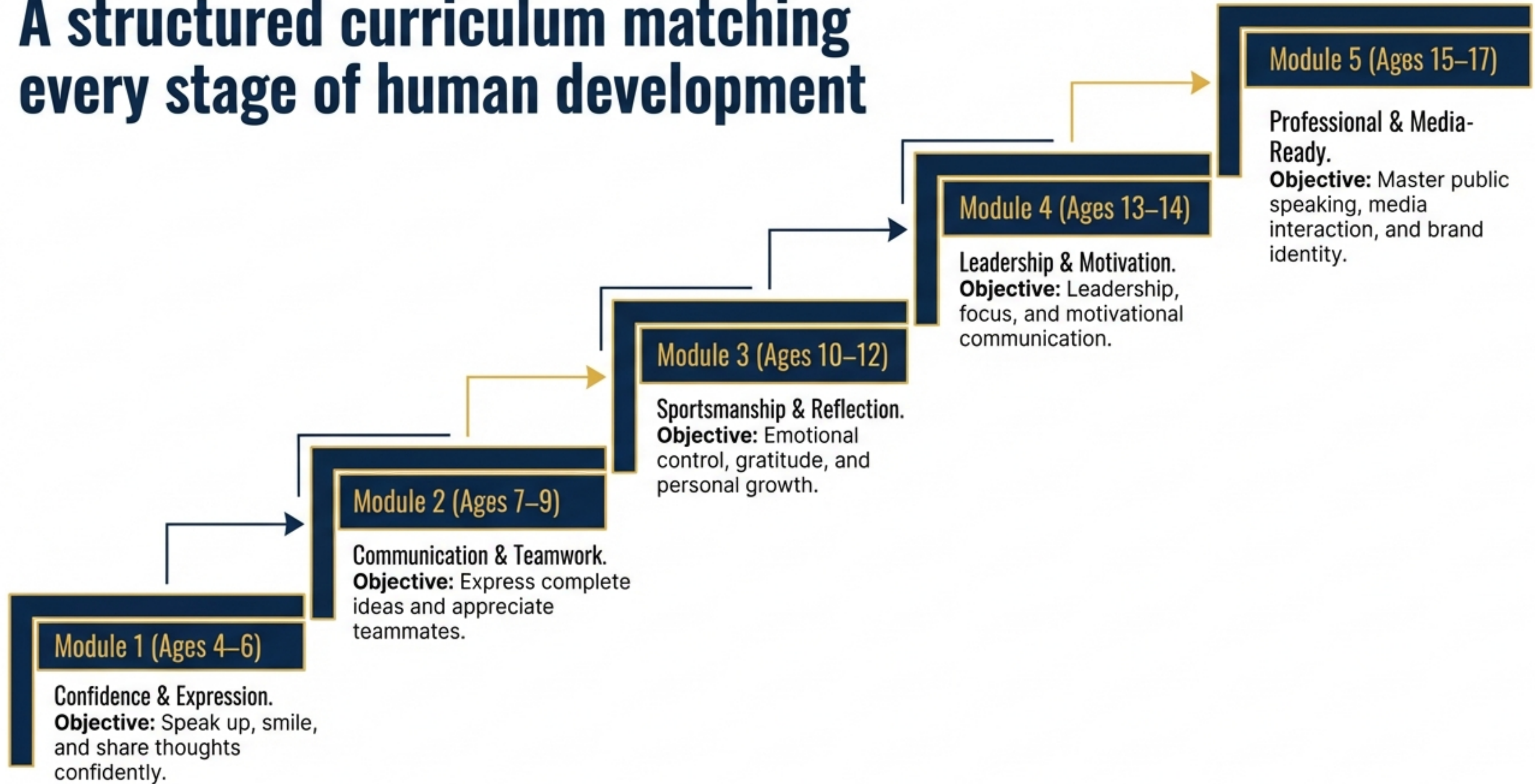


- Express gratitude effectively.

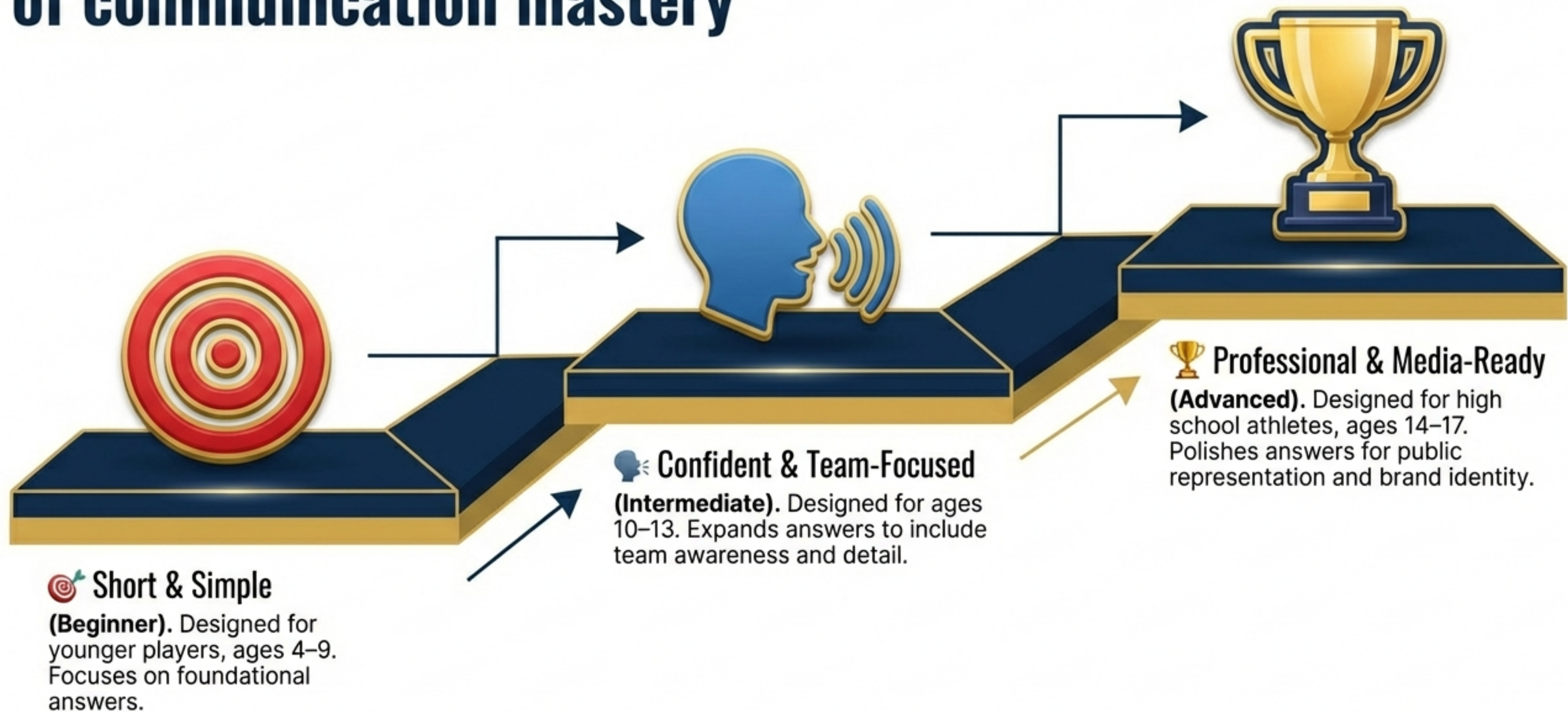


- Master emotional control on and off the field.

A structured curriculum matching every stage of human development



Tracking progress through three levels of communication mastery



Ages 4–9 builds foundational confidence and team awareness



Focus Areas: Confidence, Fun, Team Awareness.

The Shift: Moving from single-word answers to expressing complete ideas.

Sample Interview Prompts:

- What makes playing fun for you?
- Who helps you get better?
- Can you show your game-day dance or pose?

Ages 10–14 develops sportsmanship, reflection, and peer leadership

Focus Areas: Sportsmanship, Reflection, Leadership, Motivation.

The Shift: Learning emotional control when things go wrong and actively encouraging younger players.

Sample Interview Prompts:

- How do you stay positive when things go wrong?
- How do you encourage younger players?
- What kind of leader are you for your team?



Ages 15–17 polishes professional identity and media readiness



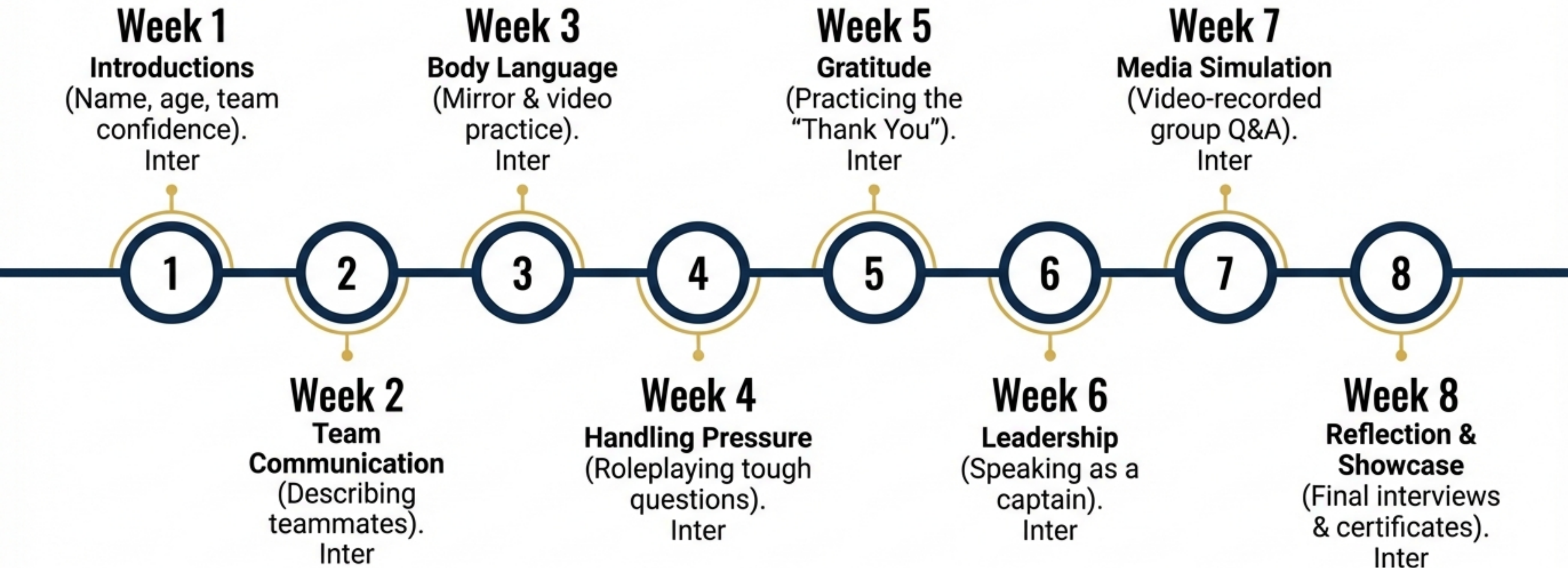
Focus Areas: Professionalism, Brand Identity, Media Readiness.

The Shift: Handling tough questions, balancing life priorities, and representing the broader community.

Sample Interview Prompts:

- How do you handle interviews or tough questions?
- How do you balance sports, school, and personal goals?
- How do you represent your community as an athlete?

An eight-week roadmap from introductions to a final media showcase



Hands-on training drills simulate real-world media environments



Interview Circle (All Ages)

Players take turns asking and answering questions. Focuses on voice projection and body language.



Camera Challenge (Ages 10–17)

Recording introductions and replaying them to observe posture and tone.



Team Press Conference (Ages 13–17)

Mock post-game setup where players answer as team captains.



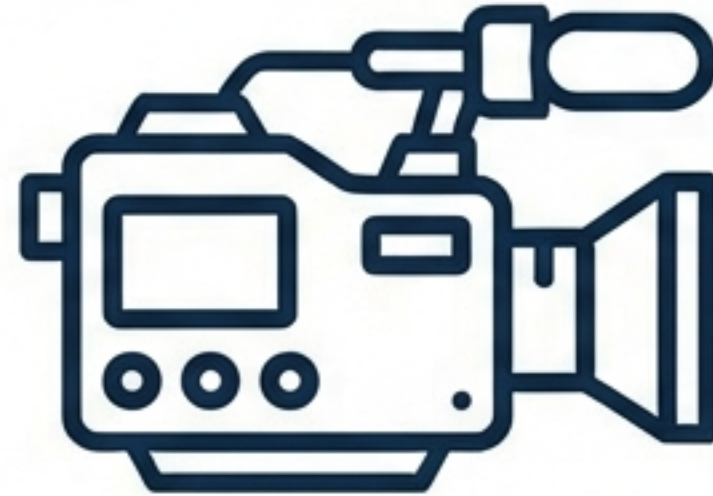
Gratitude Shoutout (All Ages)

Each player ends practice by actively thanking a teammate or coach.

Tactical media techniques for commanding the camera

Body Language

Smile, make eye contact, and avoid crossing arms.



Voice Projection

Speak clearly and confidently; project your voice.

Answer Framing

Repeat part of the question in your answer (e.g., "My favorite part of the game was...").

Gratitude Ending

Always thank your teammates, coaches, and family at the end of the interview.

Scenario: Discussing team chemistry and strengths

The Question: What's been your team's biggest strength this season?



Scenario: Demonstrating emotional maturity under pressure

The Question: How do you handle mistakes during a game?



Empowering coaches to lead the cultural standard



Coach Learning Outcomes

- ✓ Speak clearly and confidently in interviews.
- ✓ Express gratitude, teamwork, and character values.
- ✓ Handle mistakes and pressure with composure.
- ✓ Represent their organization and community proudly.

Key Coach Interview Focuses

Team improvement, teaching discipline, coaching philosophy.

“Teach life through sports – discipline, teamwork, respect, and hard work always translate beyond the game.”

Tracking tangible growth in leadership and presence



Preparing athletes for scholarships, sponsorships, and life beyond the game

The Milestone



The Cultural Wealth Sports Media Confidence Certificate.

Awarded upon completion of the 8-week program, recognizing concrete growth in public speaking, character development, and leadership.

The Next Level



The NIL Media Mentorship Track.

Advanced progression for athletes ages 15–17, dedicated to scholarship and sponsorship preparation, ensuring they are ready for the highest levels of media exposure.