



New Media Training Camp for Athletes Launched

Colorado-based Parsons Communications announced today the launch of a new service designed to help professional athletes prepare for the media spotlight. Media Training Camp teaches athletes and other sports professionals who are thrust into the public eye how to handle relationships with their fans and the media positively.

Denver, CO ([PRWeb](#)) February 1, 2005 -- Colorado-based Parsons Communications announced today the launch of a new service designed to help professional athletes prepare for the media spotlight. Media Training Camp teaches athletes and other sports professionals who are thrust into the public eye how to handle relationships with their fans and the media positively.

Media Training Camp helps athletes assess the media playing field", develop and deliver messages that resonate with fans and analyze the effectiveness of their efforts. Participants will learn how to score points", avoid penalties" and know when to play offense or defense with the media. It helps them add value to their teams, their communities and their fans.

Media Training Camp has gained promotional support in its initial launch phase from one of professional baseballs most colorful managers and one of professional basketballs best play-by-play announcers.

As an athlete, performance is priority number one -- both on and off the field. Regardless of the field, they are playing the game of public perception. And in this business, perception is reality. This training will help anyone wanting to do a better job communicating to their fans through the media." -Clint Hurdle

No matter how great a ballplayer you are, you can always improve with expert coaching. The same is true in communicating with the public and the media. Media Training Camp is well done and will definitely improve anyones communications game." -Jerry Schemmel

The personalized sessions are conducted throughout the year and participant names will be kept confidential. The company is expecting to work with universities, major and minor league teams and players associations in the near future.

While the media has changed dramatically over the past two decades, most media training hasnt. Media Training Camp is a results-oriented, half-day program sharply focused on the needs of the modern professional athlete," said Laura Parsons, President and Chief Communications Officer of Parsons Communications.

Parsons Communications is based in Colorado and focused on innovative, streamlined media training. The company was founded by Laura Parsons, a nationally recognized public relations expert and former communications executive with AMVESCAP.

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