

ATHLETES SPEAK

Real stories.
Real impact.

Athletes Speak is a platform component of **After We Play** where current and former athletes share their story with our athlete community, talking about their experiences on and off the field.

We're looking for YOU to share your story.

How It Works

1. Sign up on AfterWePlay.com/athletes-speak to be a featured Athletes Speak video.
2. You'll receive a short **How-To Guide** about how to film and upload your **2-3 minute selfie video** using your own smart phone.
3. We offer **question prompts** such as: ***Who are you today because of sports; but because of what you experienced along the way (not just the score)? What would you want every young athlete to know when starting out?***



**Share your story.
Be part of the
community.**

**Help make
sports better
for every athlete.**



ATHLETES SPEAK SELF-RECORDING GUIDE & QUESTION FRAMEWORK

Thank you for agreeing to be part of Athletes Speak. This document gives you everything you need to record your submission on your own, at a time and place that works for you.

- No Live Interview
- No Interviewer
- No Performance Pressure

HOW IT WORKS

You will each question in this guide on camera (likely your smartphone), in your own words, in your own time.

There is no script. There is no right or wrong way to do this. It doesn't need to be perfect.

FORMAT: Self-Recorded video

TOTAL LENGTH: 3–5 minutes

QUESTIONS: Answer one of the three provided questions, plus the one signature question

TONE: Honest and conversational

UPLOAD YOUR VIDEO WHEN DONE

We will send you a link.

The only thing Athletes Speak asks of you is the same thing it asks of every participant: tell the truth.

CAMERA SET-UP/TIPS

- Use your smartphone, laptop or any video camera.
- Natural light preferred.
- Speak directly into the lens.
- Simple set-up is better. You don't need to set a stage or use props.
- You don't need to memorize your answers; just speak from the heart.
- Speak slowly.
- Film it a few different times to see which one you like best.

QUESTIONS

Answer one of the following 3 questions for your video.

OPTION 1: Tell us about a moment when the game became bigger than the joy of playing it. When did your identity become attached to your performance instead of your love for the game?

OPTION 2: What do you wish someone had told you when you were fifteen years old?

OPTION 3: Who are you today because of sports, not because of your accomplishments, but because of what you experienced along the way?

MUST-HAVE SIGNATURE QUESTION: If one your athlete hears your story today, what's the one thing you hope they take away?