

Sample Media Topics

Athletes

- Mental preparation for major events
- Mental toughness
- Managing anxiety
- Concentration
- Mental imagery dealing with disappointment
- Motivation and goal setting
- Avoiding burnout
- Mental aspects of making a comeback

Elite Athletes

- Preparation for Olympics, Super Bowl, etc.
- Post-event letdown

Injury and Rehabilitation

- Concussion management
- Post-traumatic stress
- Military and sport-related injury
- Coping with injury
- Coming back from an injury
- Sexual abuse and assault in sport

Youth Sports

- Participation in youth sports
- Motivation in youth athletes
- Dealing with negative parent and coach issues
- Positive guidelines for parents and coaches
- Character/moral development through sport
- High achieving kids

Health and Fitness Topics

- Exercise adherence
- Applying sport techniques to a personal fitness program
- Behavior modification for healthy lifestyles
- Exercise and mental health
- Motivation – gender differences
- Goal setting during the holidays and yearlong

Coaching

- Positive coaching
- Leadership
- Team building
- Sportsmanship
- Team dynamics
- Gender and diversity issues in sport
- Relationship of coach, athlete and certified consultant (in the field of sport psychology)

Inclusion in Sport and Exercise

- Gender equality
- Race and diversity
- Religion
- Identity
- LGBTQ+ inclusion
- Disability and the use of sport and exercise
- Special Olympics/Para-Olympics
- Social justice
- Bullying and hazing

Addictive and Unhealthy Behaviors

- Aggression and violence in sport
- Anger management
- Doping in sport
- Substance abuse and addictive behaviors
- Compulsive exercising
- Habit control: smoking, overeating, obesity
- Eating disorders

Non-Sport Performance Related Topics

- Fan behavior
- Achievement motivation
- Mental skills development in police, military, firefighters, surgeons, etc.
- Business professionals and performing artists
- Mental prep for exams: SAT, bar, medical exams
- Stress and anxiety management

The Association for Applied Sport Psychology has authorities available to speak on a variety of topics and specific sports for media inquiries. Contact the AASP Public Relations office at 212-255-8455 or Melissa@rosengrouppr.com for assistance.