

Communication competency: coaches and the media

Communication is a major component of sport, particularly among coaches. These figures must be able to effectively communicate to capitalize on every media interaction and to do so effectively must possess the three characteristics of communication competency, skill, motivation, and knowledge. To determine the level of communication competency athletic coaches have when communicating with the media, surveys were conducted. The questions within the surveys were used to rank the coach based on his or her level of the three characteristics of communication competency. The study focused on varsity-level athletic coaches at SUNY Oswego. By studying the communication competency of these coaches the research is able to determine the importance of Communication competency among coaches in a small area. During the study I will utilize other variables such as length of time coaching and budget size to compare coaches within similar programs. This will allow the study to reveal any direct correlations between a coach's success with the media and his or her communication competency while limiting the influence of outside variables. In the end I wish to determine whether the communication competency of coaches is a valuable asset to both the individual's athletic program and university.

Keywords: communication, athletic coaches, media, motivation, skill, knowledge