

# The Trophies You Will Earn

by Gay Brasher and Stacy Chang

**NFL membership has benefits that extend far beyond tournaments and trophies:** The skills students acquire through participation in speech and debate activities last a lifetime. Learning communication, leadership, social, and professional skills help forensic alumni succeed in many diverse situations, beginning with the classroom and continuing in the job market.

**The following job descriptions are real ones.** Organized by event, it is easy to see that forensics teaches students the skills that employers want. Clearly, trophies that students earn in competition are just the first of many “earnings” that result from an NFL education.

## CLASSIFIEDS

### Expository Speaking (Expos)

*Learn skills in preparation for careers in research, marketing/advertising, public relations, communications, enterprise, education, journalism, TV journalism.*

**AAN Television:** Marketing Coordinator  
*Skills Needed:* Ability to present a professional demeanor, work well under pressure and maintain flexibility. Produces promotional materials by developing basic presentation approaches directing layout, design, and copy writing. Develops marketing strategies by examining client objectives planning, scheduling, and completing design.

**Apple:** Market Research Analyst EMEA  
*Skills Needed:* Excellent communication/presentation skills. Excellent organizational and documentation skills. Strong data analysis (e.g., identifying data sources and needs). Proven ability to manage to deadlines.

**Baker & McKenzie:** Market/Business Development  
*Skills Needed:* Excellent written and verbal communication skills. Superior attention to detail in the preparation of marketing materials. Ability to establish priorities and meet deadlines.

**Apple:** Communications Project Manager  
*Skills Needed:* Flexibility that enables professional, efficient reaction to

directional changes. Excellent written and verbal communication skills. Strong analytical skills and ability to identify and communicate recurring questions and issues. Commitment to identifying and communicating innovative ideas to improve processes and performance.

### Original Advocacy (OA) / Original Oratory (OO)

*Learn skills in preparation for careers in public relations, international relations, human resources, enterprise, education, research, journalism, TV journalism.*

**Google:** Account Associate (Advertising Department)

*Skills Needed:* Ability to absorb complex technical concepts and communicate them to a non-technical audience. Demonstrated creative problem-solving approach and strong analytical skills.

**Google:** Enterprise Business and Operations Analyst

*Skills Needed:* Superior communication—ability to take complex, ambiguous topics and create stories for different audiences. Excellent problem-solving, modeling, and analytical skills, and impeccable business judgment.

**Mentornet.com:** Media and Communications Director

*Skills Needed:* Ability to shape culturally sensitive messages across a wide range of audiences. Highly developed, positive,

motivating and effective written, oral, and interpersonal communication skills to engage an elite, diverse, intelligent professional community

**Public Library of Science:** Publications Assistant

*Skills Needed:* Excellent communication skills (written and verbal). Organizational skills (strong ability to prioritize, multitask, and work independently). Language ability (knowledge of grammar and attention to detail in proofreading)

**NBC:** Commercial Leadership Program  
*Skills Needed:* Strong problem solving, written, verbal, presentation skills.

### Original Prose and Poetry (OPP)

*Learn skills in preparation for careers in publishing, editorial, creative writing, journalism.*

**Systemates:** Creative/ Marketing Writer  
*Skills Needed:* Strong technical writing, copyediting expertise; proofreading, fact-checking. Energetic, hard working, and flexible. Editing experience from creative writing. Ability to research and write case studies.

**Macmillan:** Development Editor  
*Skills Needed:* Strong writing, presentation and other communication skills. Strong project management skills. Capacity to manage multiple projects concurrently

in a fast-paced environment. Ability to effectively communicate with customers, vendors, project managers, marketing managers, and sales reps. Proven ability to meet deadlines and work accurately.

**Pearson Education:** Project Editor

*Skills Needed:* Excellent oral and written communication, collaboration, and leadership skills; innovative; good planning, organizational, and multitasking abilities; strong computer skills.

**Dramatic Interpretation (DI) /  
Humorous Interpretation (HI) /  
Thematic Interpretation (TI) /  
Duo Interpretation (Duo) /  
Oratorical Interpretation (OI)**

*Learn skills in preparation for careers in publishing/editorial, creative writing, broadcasting/music/film, journalism, TV journalism, theater, digital media, research.*

**McGraw Hill Company:** Editor/Writer

*Skills Needed:* Communication, organization and ability to work with others. Must be able to work quickly under extreme pressure due to time deadlines while maintaining the integrity of the product and ensuring that the true meaning of the individual news stories is not compromised. Computer skills required to retrieve scripts. Able to utilize archive system. Editing and writing experience.

**Showtime:** Digital Media & Content

*Skills Needed:* Ability to take initiative and work independently and also work well in a team environment. Excellent writing skills and demonstrable ability to self-edit. Creative flair.

**Sirius (XM) Radio:** Talk Show Host

*Skills Needed:* Excellent time management skills, with the ability to prioritize and multi-task, and work under shifting deadlines in a fast paced environment. Ability to project a professional image on the air, over the phone and in person. Good public speaking skills. Ability to prepare and execute entertaining program on a daily basis. Do research necessary to conduct interviews and present topics effectively.

**Cambridge Associates:** Editorial Project Manager

*Skills Needed:* Ability to balance time between multiple projects simultaneously while ensuring accuracy and quality of reports and other materials. Exceptional proofreading skills; careful attention to quality and detail. Proven writing, editing, copyediting, and publications and project management skills.

**Parliamentary Debate / Impromptu Speaking / Congressional Debate / Extemporaneous Speaking (Extemp)**

*Learn skills in preparation for careers in law/legal services, government, project/program Management, business/ strategic management, media/broadcasting, public relations, international relations, communication, international journalism.*

**Confidential Company:** Staff Attorney

*Skills Needed:* Must be able to use time effectively, prioritize responsibilities and maintain high level of productivity. Must be capable of addressing and resolving obstacles. Must be capable of identifying processes or issues which are disruptive to the rapid and sizable flow of activity. Utilize writing skills and pretrial procedures to resolve case. Must also communicate well both verbally and in writing. Must research, develop strategy and prepare discovery.

**Laureate Education, Inc.:** Government Relations

*Skills Needed:* Knowledge of public policy issues. Solid research skills, using both Internet and hard-copy resources. Ability to work in team-oriented environment under tight deadlines, experience in a highly collaborative environment. Ability to maintain and ensure accuracy of a high volume of records and files.

**Keyrose Corporation:** Resolutions Team

*Skills Needed:* Able to prepare cases by establishing and monitoring calendar; expediting requirements and deadlines; documenting actions. Able to conclude cases by developing communication with parties; negotiating possible settlements.

**Tides:** Human Resource Generalist, Projects

*Skills Needed:* Superior verbal and written communication skills. Excellent interpersonal, coaching, investigative,

conflict resolution, mediation and negotiation skills. Self-motivated and able to work both independently and as a collaborative team member.

**Lincoln Douglas Debate (LD) /  
Policy Debate / Public Forum (PF)**

*Learn skills in preparation for careers in law/legal services, government, public relations, international relations, communication, human resources, education, business/entrepreneurship, international journalism, administrative.*

**MedImpact:** Staff Attorney

*Skills Needed:* Experience resolving conflict between groups with opposing perspectives, agendas, or priorities. Ability to respond to inquiries from regulatory agencies, customers, and business community. Excellent analytical and writing skills. Possess strong interpersonal and communication skills.

**Triple 1:** Project Administrator

*Skills Needed:* Must have strong problem solving skills. Must have excellent verbal and written communication skills. Good organizational and documentation skills required

**Department of Treasury Internal Revenue Services (IRS):** Direction of Research, Analyst & Statistics

*Skills Needed:* Must have leadership skills, ability to work with an organization of people, must be comfortable discussing complex economic and tax administration issues.

**IBM:** Collections Manager

*Skills Needed:* Able to make coherent arguments and explain complex techniques to the wider business. Ability to draw conclusions from limited data. ■

**About the Authors**

**Gay Brasher** is a five-diamond coach and NFL Hall of Fame member from Leland High School in California. **Stacy Chang** is a 2008 Leland graduate, where she was a member of NFL and a state finalist in Expository Speaking.