



2024 Allstate AFCA Good Works Team® Player Interview Briefing Document

I. 2024 ALLSTATE AFCA GOOD WORKS TEAM® INTERVIEW PREP

Key Interview Points:

During the interviews, we encourage you to consistently highlight the 2024 Allstate AFCA Good Works Team®, what being selected means to you, and how it will shape your personal and professional life moving forward.

Below we've included some suggested talking points, along with watchouts/callouts to keep in mind.

KEY MESSAGES:

Use this as a guide and put it in your own words. We encourage you to share any personal anecdotes and experiences about getting selected to the Allstate AFCA Good Works Team.

- I'm beyond excited to be named to the 2024 Allstate AFCA Good Works Team in its 33rd year. The selection committee handpicked 22 incredible student athletes and one head coach from a record 178 nominees representing every corner of the country.
- Our team is made up of:
 - 11 players from the NCAA Football Bowl Subdivision (FBS)
 - 11 players from the NCAA Football Championship Subdivision (FCS), Divisions II, III and the National Association of Intercollegiate Athletics (NAIA)
 - 1 honorary head coach
- Whether it's fighting food insecurity, raising money for cancer relief or standing up for veterans and at-risk youth, I get why my teammates were chosen for the incredible work they're doing off the field. I'm proud to be serving on alongside them.
- To learn more about the team and vote for the Allstate Wuerffel Trophy recipient, visit ESPN.com/Allstate.

General Q&A:

- **What did it mean to you to get selected to the Allstate AFCA Good Works Team?**
Being selected to the Allstate AFCA Good Works Team means so much. It's a reminder that football is bigger than the game – it's about using my platform to make a difference. I'm proud to be recognized for giving back and it motivates me to keep doing more.
- **Tell us about your charity work/community involvement.**
Discuss your passion/inspiration for your cause, why it's important to you and the impact you hope to make in your community. Reference any personal stories from your service.
- **What advice would you give to people or other college football players looking to get more involved in community service?**
Start small and find something you're passionate about. You don't have to do it all at once. Whether it's helping at a local food bank, mentoring kids, or supporting a cause that hits close to home, just take the first step. It's not about how big the action is – it's about making a difference where you can. Use your platform, no matter how big or small, to leave a positive impact.
- **Why is this honor so different compared to others in college football?**
Being named to the Allstate AFCA Good Works Team is different because it's not just about your performance on the field. It's about the impact you're making off the field. Sure, we all strive for on-field success, but this honor recognizes our efforts to better our communities and support causes we care about. It's a reminder that our actions outside of football are just as important as our stats and achievements. This award highlights our commitment to making a positive difference and shows that our influence extends beyond the game.
- **How will being a member of the Allstate AFCA Good Works Team impact you moving forward?**
Being on the Allstate AFCA Good Works Team is more than just an honor; it's a responsibility. This experience has shown me how impactful community service can be and how important it is to stay connected to causes I'm passionate about. It's inspired me to stay committed to giving back, inspire others to give back and using my platform to make a positive impact. This experience will guide me in my future endeavors, both on and off the field, and I'm excited to carry these values forward.

Tough Q&A

- **Do you support players expressing themselves / their views on the field?**

I support players making their voices heard in peaceful ways to stand for causes that are important to them, and I appreciate it when people have convictions that they stick to.

- **How do you feel about other players making more than you in NIL deals?**

I think it's great that we have access to these opportunities. More importantly, I'm glad to be connected a brand that shares my values and sees the importance of supporting the causes that matter to this Allstate AFCA Good Works Team.

- **What can you tell us about Allstate sponsoring the Big 12 and not your conference?**

I'll have to defer that question to the Allstate team and have them get back with you. Today, I'm here to discuss the Allstate AFCA Good Works Team and celebrate the 22 student-athletes and head coach on this year's roster.

- **What are your thoughts on the recent NCAA settlement that will allow schools to directly pay student athletes, essentially changing the structure of how universities operate its NIL and collective operations?**

The game is in a transformative age and it's great to see players being offered incredible opportunities to turn their names into brands and businesses that benefit their professional and personal lives.

WATCHOUTS/CALLOUTS:

We've set expectations with media that your conversations will stay focused on the approved topics, but we always want to prepare for unexpected tough questions that could come up. An example pivot you can use includes:

- **If you're asked about any off-topic Allstate-related news, please reply with,**
"Thanks for the question. I'm focused on promoting the Allstate AFCA Good Works Team and celebrating these incredible student athletes who give so much to their communities and the people who need it most."

We also recognize that other sports-related topics could come up and we encourage you to respond if you're comfortable in doing so (i.e., conference realignment, college football playoff expansion, thoughts on which teams look best going into the season, your specific team/position, etc.).

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