



# Speaking Specialists

The communications experts



Special Programming - Sunday, April 5

***Sue Castorino and Randy Minkoff, The Speaking Specialists-  
The Impact of the Internet: Everybody's a Reporter  
(and what you need to know now)***

10:00 am - 11:00 am - America's Center - Room 106



Facebook...Google...Twitter...Deadspin...Blogs...

These are all changing the media landscape at a fast and furious pace. More than ever you need to know how 21st century communications have taken on a life of their own and how everything can and will become public. What you and your athletes say and do goes well beyond the local newspaper or television station.

Sue Castorino and Randy Minkoff, The Speaking Specialists, are two former veteran reporters who are well

aware of this massive change through their work on hundreds of college campuses and with professional teams. These experts will demonstrate how the Internet has become a major broadcast.

Through interaction and contemporary videos, Sue and Randy will discuss how to navigate through it all and how to communicate effectively to fans, recruits, the community and, most importantly, to today's media – which could be anyone with a camera, a notepad...or a picture phone.

You'll be enlightened, have some fun and feel better prepared for any public communication challenge!

