



AMERICAN FOOTBALL COACHES ASSOCIATION

For Immediate Release

Speaking Specialists

The communications experts



DALLAS, TEX—Dealing with social and new media will be the topic of a special presentation at the American Football Coaches Association annual convention this month by The Speaking Specialists.

The session will be held Tuesday, Jan. 11th at 8 am. as part of the AFCA annual convention. The Speaking Specialists, who recently conducted similar seminars for Major League Baseball general managers at their annual meeting in Orlando, Fla., will conduct the one-hour program for all AFCA members at the Hilton Anatole.

The growth of sites such as Facebook, You Tube and Twitter have created both challenges and opportunities for football coaches on all levels according to Sue Castorino, president and founder of the Chicago based company that trains college and professional athletes on how to deal with new media and communications' issues. Changes in NCAA policies regarding texting and social media have made this issue an important topic for programs of all sizes. The session will help coaches understand and maximize opportunities in the ever-changing landscape of social media.

The Speaking Specialists have worked with more than 100 colleges and universities, NFL, MLB and NBA teams including the University of Georgia, Baylor University, Northwestern University, University of Kansas, Cincinnati Bengals, Baltimore Orioles, New York Mets, Toronto Blue Jays, Chicago Bears and USA Track and Field. For more information, contact AFCA.com or speaking specialists.com

