



DEERFIELD, IL. --NBA rookie of the year Derrick Rose and other members of the Chicago Bulls worked with the Speaking Specialists in January, sharpening their social media, communications and speaking skills in sessions at the Bulls' practice facility in Deerfield, Il.

Senior Director of Public and Media Relations Tim Hallam coordinated the sessions for selected Bulls players with The Speaking Specialists, the Chicago-based firm that has conducted similar programs for Major League Baseball, NFL teams such as the Baltimore Ravens and Chicago Bears, and more than 100 colleges and universities.

Sue Castorino and Randy Minkoff put the players through mock interviews and speaking situations as well as instructed them on the advantages -- and pitfalls -- of today's new media, specifically social media sites such as Facebook and Twitter.

Rose, the 2008-2009 NBA rookie of the year, joined teammates Joakim Noah, James Johnson and Taj Gibson in the interactive program.

