



Since the 2000 season, Northwestern has been a part of five ESPN "Instant Classic" football games. The latest victory "classic" was the 33-27 overtime win against Ohio State in 2004. At the time, that was ESPN2's most-viewed college football telecast.

Four of the five "Instant Classics" were Northwestern victories: the 2000 Northwestern vs. Minnesota game, the 2000 Northwestern vs. Michigan game and the 2001 Northwestern vs. Michigan State game.



## MEDIA TRAINING

Each preseason, Northwestern employs the services of Sue Castorino and Randy Minkoff, officially known as "The Speaking Specialists," to help Northwestern's football student-athletes and coaches to effectively communicate not only with the media, but also with fans, booster groups and potential employers. The Speaking Specialists, who have 22-plus years of experience and have worked with more than 100 colleges and universities, the NFL, Major League Baseball and U.S. Olympic teams, help Northwestern:

- Understand and deal with new media, social networks and its impact on the image of the NU program
- Prepare for media interviews at the local, national or international level
- Improve their overall public image through leadership, sportsmanship and communication training
- Teach important elements for all public speaking and job interview challenges
- Deal with a crisis and assist in preparing a plan before something happens

