

SPEAKING SPECIALISTS CELEBRATE CONDUCTING SESSION AT 200TH USA UNIVERSITY.

CHICAGO—The Speaking Specialists, the nation’s leading provider of speaker and media training, conducted sessions at Appalachian State University in July, marking the 200th college/university athletic program with whom the firm has worked in its 29-year history.

The program at the Boone, N.C. school was typical of the thousands of sessions conducted by the company since its founding in 1986 according to firm president Sue Castorino.

“We taught the student-athletes the principles of good communication, dealing with interviews both with the media and after they graduate for jobs and emphasized the importance of posting on all types of social media platforms,” Castorino said.

The company began providing communications training for athletic teams in 1996, 10 years after its founding. Since then, the Speaking Specialists have had student-athletes from 33 conferences comprised from Division I, II and III schools and now, 200 schools.

“Most of our list is from Division I ranging from Alabama to Xavier,” Castorino noted, “but as the years went on more and more smaller schools recognized the need to have their athletes and coaches use the key elements of speech, interviewing and communications as part of their lifeskills programs.”

In addition, the Speaking Specialists were the exclusive media trainers for the US Olympic teams as well as providing sessions for Major League Baseball teams such as the Atlanta Braves, Kansas City Royals and New York Mets, NFL teams such as the Chicago Bears, Cincinnati Bengals and Baltimore Ravens and NBA teams such as the Chicago Bulls.

Among some of the more notable athletes who have worked with the Speaking Specialists include Mia Hamm, Brandy Chastain, Paul Hamm, Dwyane Wade, Scottie Pippen, Derrick Rose, Justin Heyward, Matt Wieters, Matt Forte , Matthew Stafford and Michael Oher, the subject of the Oscar-winning *The Blind Side*.

FOR MORE INFORMATION, CONTACT THE SPEAKING SPECIALISTS AT WWW.SPEAKINGSPECIALISTS.COM

