

Dealing with 21st century communications

An interactive program to help
players and coaches handle social
media, the internet and the
public

Speaking Specialists

The communications experts



Program outline



We teach how to deal with social websites such as Facebook & Twitter. Their own sites are shown to demonstrate these new sites are not private. We emphasize the ramifications of texts and posts both from the media and public perspective.



Actual clips are shown from You Tube and the internet of players dating back to high school playing days to demonstrate things you say and do off the field can be recorded by anyone with a picture phone or camera.



Instruction is given on how to handle interviews with traditional media; Keeping answers to 15 seconds or less; avoiding cliches and providing expert speech help to maintain confidence in public speaking situations. Actual scenarios are staged to simulate post-game news conferences.



We will show how to deal with talk radio both on the local and national level. Participants will serve as interviewers, guests and fans calling in to provide an interactive teaching tool.



We also teach the differences between new and traditional media. How blogs, websites, newspaper and broadcast stories are put together and a thorough understanding of 21st century communications.