



## Tick, tick, tick...

### **Patrick Herb (Assistant Director of Athletic Communications)**

We're about two weeks away from Midnight Madness, or Night of the Grateful Red as it's known here in Madison. On Friday, October 17th the Badgers men's basketball team will officially tip off their season with a fan-friendly "practice" at 7:00 p.m. For you die-hards who just can't wait until then – you know who you are – here are some notes and anecdotes about what Bo Ryan and the boys have been up to.

### **Media Training 101**

Wisconsin basketball has reached such a level of national prominence that media attention is inevitable. That's a good thing, but it can also be a little intimidating and dangerous if you're under-prepared. That's why last week the Badger ballers met with two representatives from the Speaking Specialists for a media training session at the Kohl Center.

The themes of the program were on doing the right things, saying the right things and taking control of the interview. While I'm sure some of the savvy vets like Joe Krabbenhoft and Marcus Landry got something out of it, the training was most valuable for the underclassmen on the Wisconsin roster. This season the Badgers lineup will feature five freshman and six sophomores. That's 11 players that have had very little (if any) exposure to the media. With media day for the locals just around the corner, a little do's and don'ts lesson didn't hurt.

The highlight had to be mock interviews that Sue Castorino did with freshmen Ian Markolf and Ryan Evans. She was trying to teach them what to do with their hands and eyes during on-camera interviews. Let's just say the rest of the team had a good laugh watching the youngsters get the third degree.

She followed up the mock interviews with the hysterical clip from Talladega Nights where Ricky Bobby keeps raising his hands in front of his face and grabbing the microphone during an interview. Our guys weren't that bad, but her point was clear.