



Men's Basketball Student-Athletes, Coaching Staff Take Part in Media Training Sunday

By: Chris Yandle

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With the advent of the world's newest craze that appears to be spreading like wildfire - **social media** - and the increasing presence of the media in college athletics coverage, **proper** media training is becoming more and more important for student-athletes, coaches and staff. **Sue Castorino** and **Randy Minkoff**, partners for Chicago-based The Speaking Specialists, helped provide training to the entire Baylor men's basketball team and coaching staff in the Ferrell Center Stone Room Sunday night.

Sue and Randy focused on interview body language, posture, camera etiquette, sportsmanship, safe social networking and proper media interview protocol (*i.e. the importance of Media Relations personnel such as FCP*). Baylor's freshmen and sophomores earned invaluable practice time in front of the camera during mock-interview sessions.

The Speaking Specialists have conducted programs for the NFL, Major League Baseball and USA Basketball among others.