



A Sportsmanship Workshop was conducted by Sue Castorino and Randy Minkoff of The Speaking Specialists from Chicago, Illinois for both the Intercollegiate Athletic Department staff and all of our student-athletes. The Speaking Specialists have conducted programs for more than 100 colleges and universities, the United States Olympic teams, and professional sports organizations such as the NFL, NBA, MLB, LPGA, and PGA.

Their backgrounds in both the broadcast and print news media world has afforded them thousands of interviews and coverage of numerous major sporting events.

Topics covered in the workshops for the student-athletes included:

- Sportsmanship
- Leadership
- Public and private communication
- Projecting a positive image
- The emerging role of the internet
- Dealing with life after college

The purpose of the sessions is to prepare student-athletes to be good communicators in all public situations (on the field, court, media, etc.), including interactions with fans, community, and any scenarios where they will be representing Longwood.

Topics for the session with the Athletic Staff included:

- Longwood's NCAA Division I Reclassification
- Addressing other issues in collegiate athletics today
- Talking with the press and the public
- How to answer negative or difficult questions

