



Media Training

Sue Castorino and Randy Minkoff, who form The Speaking Specialists, were in camp the last two days for their annual Media Training sessions with White Sox minor leaguers. We bring the duo, who have trained many college and professional athletes as well as the U.S. Olympic Team, to provide our minor league players with an understanding of the demands of dealing with the media as they move to larger markets and skills to present themselves in the best possible manner. We remind them that the media represent our fans and fans often form their opinions of you through the media.