

ARKANSAS



RAZORBACKS

MEDIA RELATIONS

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Kevin Long
MVP Sports Media Training

Kevin and John,

I wanted to thank each of you for spending a day with the Arkansas basketball team last week. I know it was a long day for you, but it was well worth it.

Each player and coach was given several tips they will be able to use this season and in the future. Some probably thought they did not need the training or that they could have used that time for something else, but after going through it, they realize the benefits.

We also appreciate you customizing the training to meet our schedule. The one-on-one sessions were very valuable, especially allowing everyone to watch the tape of their interview. For some, that may have been the first time they've seen the way they look and sound on television. The tough questions were perfect.

The group session at the end of the day was a nice way to wrap it up. The example interviews, both good and bad, tied together many of your suggestions.

Coach Heath understands the importance of the training and was especially pleased with the one-on-one sessions.

Thanks again.

A handwritten signature in black ink that reads 'Robby Edwards'. The signature is written in a cursive, flowing style.

Robby Edwards
Associate SID
University of Arkansas