



March 19, 2012

Kevin Long
CEO
MVP Sports Media Training
PO Box 3015
West Lafayette, Ind. 47996

Dear Kevin,

I just wanted to send you a short note to thank you again for all of your help with media training for our administration and the social media presentation for our student-athletes.

Social Media has become the No. 1 issue that we deal with concerning our student-athletes and your presentation was extremely valuable in showing our students the importance of responsible social media use. The examples of the consequences of irresponsible use was especially enlightening – too many of our student-athletes had failed to ‘see the big picture’ where this was concerned and would have paid a significant price for this behavior in the future.

Our coaches also appreciated the presentation as you gave them some ‘real-world’ examples of how to promote responsible social media use.

Again, thanks so much for your work in this area. Our student-athletes are going to benefit from this presentation immeasurably.

Sincerely,

Scott Musa
Assistant Athletics Director
Shenandoah University