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Mr. Kevin Long, CEO  
MVP Sports Media Training

Dear Kevin,

I would like to thank you and Brian Smith for your recent visit to our campus to provide media training to our men's and women's basketball team members, and our head coaches for each program, as well as our baseball head coach. Your collective time with them was very enlightening and will prove beneficial to each of them individually.

The professional manner in which you and Brian presented your message was greatly appreciated, as your respective personalities allowed for positive training sessions. Our student-athletes were engaged and attentive throughout, which was the intended result toward acceptance of the message. Your attention to detail, from attire to eye contact to body language and physical being were impressive. The additional presentation piece on social media awareness will prove invaluable to them, not only now, but in the future.

Our head coaches were highly pleased with the time you spent with them, and appreciative of the constructive advice and instruction presented to them. The feedback they received from their team members only solidified their thoughts on the effectiveness of your training.

Again, thank you for your time and efforts during your two days with our student-athletes and coaches. We look forward to having you back with us again one day.

Sincerely,

Greg Prouty  
Associate Athletics Director for Media Relations