



Sports Information

MVP Sports Media Training
1102 Kingswood Road West
West Lafayette, IN 47906

To Whom It May Concern:

We were pleased with MVP's handling of our student-athletes' media training. Kevin was very professional, easy to deal with and easy to schedule. It was the first time that we brought in a company to help train our student-athletes and overall we were very pleased with the results.

With the increased coverage our teams have received over the last few years, we felt it was necessary to make our student-athletes aware of their responsibilities both to the media and as representatives of our school. The one-on-one interviews really heightened the awareness of our student-athletes. I think Kevin made them realize that as student-athletes, they are always in the spotlight. They have to present themselves in a positive way, both on campus and during interviews with school, local and national media.

A few of our players, who didn't necessarily feel they needed the training, have told our staff that the session they had with Kevin has made them feel more comfortable interviewing with the media this year, which is exactly the result we wanted when we signed up for MVP's media training.

Nick Gannon
Drexel University Senior Associate Athletics Director