



Kevin Long
President
MVP Sports Media Training

Dear Kevin

Thanks for bringing MVP Sports Media Training to Gonzaga's student-athletes, coaches and staff. It was a very productive two days.

Your first-hand knowledge from your days as a student-athlete was invaluable in getting the message across to our student-athletes. Your mock interviews were well thought out and the feedback was something our student-athletes could grasp and definitely put to use not only during their athletic careers but in future years when they are going to need real-life skills in whatever vocation they choose. It was evident you had done your homework prior to arriving on campus, and I think you related well to them. It was obvious you earned their respect – and attention – from the beginning.

Your social media presentation – both in the one-on-one and group sessions – provided a great wake-up call to our student-athletes as well. The message coming from you, as an outsider who had easy access to their information and as someone they didn't know prior to walking into the room, made a huge impact on how they now view and utilize social media.

Members of our coaching staff as well as other staff members such as me also found the sessions informative. I personally picked up some pointers I will put to use when interacting with the media and working with our student-athletes.

Again, thanks for an outstanding presentation. I hope we have the opportunity to bring you back soon.

Sincerely

Oliver Pierce
Asst. AD/Sports Information Director