

U.S. Department of
Homeland Security

United States
Coast Guard



Division of Athletics
U.S. Coast Guard Academy

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Mr. Kevin Long
MVP Sports Media Training

Dear Kevin,

On behalf of the intercollegiate athletics program at the U.S. Coast Guard Academy, I want to thank you for the fine professional job you did in working with our student athletes last week.

Our student-athletes have a great deal of interaction with the American public by virtue of their affiliation as cadets at one of the nation's federal service academies. The skills they learned in your training sessions and the information that you provided will enhance their professionalism in dealing with the media and the public -- both as college athletes and as future leaders in our nation. As a result, I can strongly recommend your LIFESKILLS training along with the sports media training to all levels of student-athletes, from large universities to small colleges.

Your professional approach and the "helpful hints" that you provided will complement the rest of the professional training our cadets receive during the course of their education at the Academy. Your "hands on" and practical approach of learning to interact with the media is especially helpful to those people who will be exposed to the public sector. The "do's and don'ts" of dealing with media was very enlightening for them, and your visual presentation really drove your points home. Just as an athlete must respond in the sports setting, so too must individuals be prepared to be agile and effective in dealing with media. I am sure that the skills and knowledge you provided for our athletes will be just as helpful in their future careers as officers in the Coast Guard as they are now as collegiate student-athletes.

Sincerely,

A handwritten signature in cursive script that reads "Ray Cieplik".

Ray Cieplik, Ph.D.
Director of Athletics