



Mr. Kevin Long  
President  
MVP Sports Media Training

Dear Kevin,

I want to express my thanks to you and your company for the incredible assistance you offered to Winthrop's athletic program through your on-line media training program. Over the 20 years that I have been at Winthrop, I have met with our teams prior to each season to give them hints and tips on dealing with the media, but this past year, we utilized your media training program and found it extremely superior to what we were attempting to do in house.

The training program proved to be a valuable tool in the way it was presented. Our athletes were very receptive to the message that the program contains and they found it to be helpful in terms of how to respond to media interview questions, and how to improve their physical appearance and mannerisms during the interview situation. Each of our coaches found the training program to be valuable as well as it reinforced many of the messages they were conveying to their athletes.

I would highly recommend your program to any intercollegiate athletic department as a way to better train and equip student-athletes with the tools that will help them be more comfortable in the interview situation and also help them to make a favorable impression on behalf of their teams and their schools.

Best wishes,

  
Jack D. Frost  
Asst. AD for Media Relations