



## GEORGE MASON UNIVERSITY

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Kevin Long  
President  
MVP

Dear Kevin,

I want to sincerely thank you and MVP Media for the great job you did with educating our players about media relations and the interview process. You did a fantastic job.


Personally, I was a little skeptical about how our guys would react to being instructed by members of MVP. I thought most of our players would be uncomfortable with people they didn't know. Getting them up early to start the day also had me concerned. I was so pleasantly surprised by their response when I asked our players afterwards how they thought it went. They raved about what they learned and how much fun it was.

Also by sending each of them a DVD to review their interview later was brilliant. The guys had fun discussing the strengths and weakness of how each of them handled those tough questions and laughed about how they would do better next time.

We greatly appreciate the professional manner in which everything was presented. We know it was worthwhile. We will be sure to let others know how our athletes benefited from your expertise.

Best wishes for continued success.

Sincerely,

  
Jim Larranaga  
Head Basketball Coach

JL/dm

CAA'S WINNINGEST PROGRAM 1998-2004  
NCAA 1989 \* 1999 \* 2001 NIT 1986 \* 2002 \* 2004  
CAA CHAMPIONS 1989 \* 1999 \* 2001 CAA REGULAR SEASON CHAMPIONS 1999 \* 2000