



Colorado  
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*Knowledge to Go Places*

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Kevin Long  
MVP Sports Media Training

Kevin and John,

Thanks so much for coming to Fort Collins and spending the afternoon with the Colorado State men's basketball team. It was an educational experience for all CSU players, coaches and administrators to take part in.

Your training really gave our players something to think about each time they step into an interview situation. Learning how to be a good communicator is something that will not only help them through their time as a student-athlete but when they leave school as well. Many of our players had never thought about how they appeared in the media before your session.

All of your examples, good and bad, really helped them to realize how professional they need to act any time they are in the public's eye. It is something that they will think about each time they meet with any member of the media.

All of our players, coaches and administrators were very pleased with your presentation and interaction during your brief stay here.

Thanks again and best of luck.

Mike Leffler  
Assistant Director of Media Relations  
Colorado State University