

2-19-2007 MwM-One Year In

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2 JOSH CENTOR: Well, Dr. Brand, it's been about a year
3 since we launched "Mondays With Myles". And I thought it'd be
4 a good time to reflect on what we've discussed over the last
5 year.

6 What are some of your thoughts about this?

7 DR. MYLES BRAND: Well, first of all, it's enjoyable
8 having these conversations with you, and we do pick out some
9 provocative topics.

10 It gives me a chance, I think, to be candid and open
11 in a less formal way of doing it and to reach a new audience
12 as well. I have plenty of opportunities to give talks and
13 formal talks on campuses and to large groups. But this is a
14 chance, I think, to be a little more candid, a little more
15 directed in the conversations. And I hope it brings in some
16 feedback from those who are listening.

17 JOSH CENTOR: And I think what's important, as a
18 former student athlete, you're making yourself accessible to
19 the 380,000 student athletes. You'll go on and comment back
20 when they comment in, or if they ask a question, you'll answer
21 it. That's different than what we've done in the past.

22 DR. MYLES BRAND: I think that's absolutely right.
23 It's a very large group, of course, as we know, 380,000
24 student athletes out there.

25 But the fact is we hope that as many listen to this as

1 they possibly can, given their schedules, and we'd like to
2 hear from them.

3 The point is that we'll be candid. We'll listen.
4 It's hard to learn from everyone out there. When I give
5 formal speeches, there'll be a question-and-answer period, but
6 not everyone likes to ask a question when there are 300 people
7 sitting around. This is a little more personal, I think.

8 JOSH CENTOR: Why is it important for student athletes
9 to tune in and know what's going on?

10 DR. MYLES BRAND: This is a rapidly-changing
11 environment. Not everything's set in stone. Lots of things
12 are in flux. And by tuning in and listening, you not only
13 learn where we are on certain key topics, but you'll also have
14 a opportunity to influence the changes, commenting on certain
15 key topics that are under discussion: Male practice players,
16 how you like the upcoming tournament, who's your favorite
17 team?

18 JOSH CENTOR: Right.

19 DR. MYLES BRAND: All those issues, you get a chance
20 to comment on them and be heard. And so I'll have my two
21 cents, but I really want to hear what others have to say too.

22 JOSH CENTOR: Let's talk a little bit about the
23 changing technology. It's kind of amazing that you can just
24 sit here and have a conversation, and then we post it on the
25 Internet. You're the president of two major institutions.

1 This is a change. You're able to get your voice out there in
2 a different medium now.

3 DR. MYLES BRAND: Absolutely right. I remember when I
4 was on campus, we used email a lot. Well, frankly, email is
5 last year's technology. I still continue to use it, but there
6 are much better ways now to communicate. And who knows what's
7 going to happen in the future. We have to be open and
8 flexible to new means of communication.

9 Frankly, you can almost talk with anyone, anytime --
10 not only talk with them but see them anytime, anywhere. And I
11 think that's important.

12 JOSH CENTOR: About 14, 15 months ago, "The
13 DoubleAZone" launched, and that was your idea. Why is it
14 important for the NCAA to be involved in these conversations
15 and on top of the changing technology?

16 DR. MYLES BRAND: Well, we're here to serve the
17 student athletes. We're here to serve the people on our
18 campuses, and our campuses are at the forefront of new
19 technologies. Students obviously know how to communicate with
20 each other, know how to communicate in the broader audiences,
21 and we have to be able to talk with people the same way they
22 talk to each other.

23 And so it's absolutely essential that we are tuned in,
24 as it were, to what they're saying and to get out our
25 messages. But even more importantly just to listen to what

1 people have to say.

2 JOSH CENTOR: I find that there's a lot of confusion
3 out there, especially in the blogosphere, about the NCAA and
4 intercollegiate athletics. And what we try and do is give
5 folks the story of what's actually happening within the
6 association.

7 Can they get the real story about intercollegiate
8 athletics anywhere else? Or through the blog and "Mondays
9 With Myles" -- is that where they should be getting their
10 story?

11 DR. MYLES BRAND: That, I think, is getting it from
12 the horse's mouth, if you like. I mean, this is what's really
13 happening here.

14 There's a lot of confusion, frankly, Josh, about what
15 the NCAA means. And the big confusion is between what happens
16 here at the national office and what's taking place amongst
17 our members.

18 Some people think everything that happens in the NCAA
19 is at the national office. Of course, that's not true. We're
20 only a small part of it. Our NCAA members have a lot of
21 responsibility and activity as well. But what happens here
22 does influence what happens on campus.

23 So if you want to be on the front edge of this, if you
24 want to see where we're going nationally and how it's going to
25 affect you, you're better off tuning into "The DoubleAZone"

1 or, in this case, "Mondays With Myles" to find out what's new
2 and what's happening, as opposed to getting it second- or
3 third-hand.

4 JOSH CENTOR: All right. Well, I truly enjoy sitting
5 down with you each week. It's one of the best parts of my
6 week, and I'm looking forward to doing it with you for the
7 next year.

8 DR. MYLES BRAND: That's terrific, Josh.

9 JOSH CENTOR: All right. Well, send those questions
10 in. Ask Dr. Brand what's on your mind, and we will make sure
11 we get to it on the next edition "Mondays With Myles".

12 Have a great week.

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