

# PODCAST

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JOSH CENTOR: Good morning. And welcome to Mondays with Myles.

Dr. Brand, this is a fun one. This is a good conversation we're going to have here.

Right across the street, Ron Hunter, coach of the IUPUI men's basketball team, has led an incredible initiative a couple of weeks back.

I want to talk about it today.

DR. MYLES BRAND: Oh, I think it's a great story too. It's a fun story. But it's also a very serious story at the same time, both.

I remember when I first learned about it. I turned on the TV and I was watching Sports Center on ESPN. And all of a sudden, there's Ron Hunter running around in his bare feet. And I said, Now, what's going on there?

It turned out that he really was trying to provide shoes for poor young people in South Africa. And he was trying to get 40,000 shoes, you might remember.

Well, this caught on nationally, so much so that a lot of publicity, appropriately so -- he's gotten over a hundred thousand pairs by now.

JOSH CENTOR: There have been donations from Converse, from Walmart. It's just an incredible

1 example of people coming together through the leadership  
2 of a coach.

3 And I want to talk about coaches being role  
4 models and leaders for actions and causes such as these.

5 DR. MYLES BRAND: Let's talk about Ron  
6 Hunter's role. Ron Hunter's role here is very special.  
7 He understands his role as having a great deal of  
8 visibility and certainly knows how to utilize that in  
9 order to do good works.

10 Coaches, of course, are entrusted in  
11 winning, and they're very focused as they should be. But  
12 they also have another role to play on campus and in the  
13 broader community. They can be a front person for good  
14 causes. And Ron Hunter understood that, and he picked  
15 out a cause that mattered to him, mattered to his  
16 players, and took some appropriate action.

17 JOSH CENTOR: It's also special because  
18 IUPUI doesn't get 30,000 fans for basketball games. But  
19 a lot of people came to the game without shoes -- a lot  
20 of students came to the game without shoes because they  
21 wanted to be a part of this special occasion.

22 DR. MYLES BRAND: Well, let me tell you it  
23 was also single digit temperature that day.

24 JOSH CENTOR: Yeah, it was cold.

25 DR. MYLES BRAND: It was a little nippy.

1                   But the fact is that it wasn't just what  
2 happened in the basketball arena. The sports community,  
3 through TV broadcast and the print media, is able quickly  
4 to reach many, many people. And that's what happened in  
5 this case. It became a national issue very quickly. And  
6 that's why Ron Hunter was able to be so successful.

7                   I don't know if he set out to do that.  
8 Maybe he expected to have to do it in small little bites.  
9 But the fact of the matter is it caught on. Because  
10 everyone understands it was a good thing to do. It was  
11 good works. Young people would be served in a different  
12 part of the world.

13                   But Ron understood that he had an  
14 opportunity as a coach to do that.

15                   JOSH CENTOR: I read some quotes in the  
16 papers that Coach Hunter when he found out that he had so  
17 exceeded his original goal of 40,000 pairs of shoes,  
18 tears came to his eyes.

19                   And it's quite remarkable that we're  
20 talking about 110,000 kids now having a pair of shoes to  
21 wear. But it doesn't necessarily have to be a huge  
22 national story for coaches and student athletes to be  
23 able to make a difference, does it?

24                   DR. MYLES BRAND: I think that's exactly  
25 right. And many of our coaches, good majority of our

1 coaches are engaged in philanthropic exercises of one  
2 kind or another. They're doing good works. They don't  
3 always get as much publicity as Ron Hunter got running  
4 around barefoot. But they are themselves doing good  
5 works.

6 And coaches, by and large, understand their  
7 role to do that. It's a volunteer role. It's not part  
8 of their contract. They're not getting paid for it. But  
9 they do know that they have a position and a platform,  
10 and they take advantage of it to help others.

11 JOSH CENTOR: Well, kudos to Coach Hunter,  
12 the IUPUI community, and all of those who provided and  
13 donated shoes to that great cause.

14 And, of course, just a reminder, if there's  
15 another cause and another event that you know about,  
16 please let us know because we can talk about it here on  
17 Mondays with Myles. And we can help you promote it as  
18 well, because we want to do some work good.

19 DR. MYLES BRAND: Very good.

20 JOSH CENTOR: Dr. Brand, thanks so much.

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<p style="text-align: center;"><b>A</b></p> <p><b>able</b> 3:3,6,23  <b>action</b> 2:16  <b>actions</b> 2:4  <b>advantage</b> 4:10  <b>Africa</b> 1:19  <b>appropriate</b> 2:16  <b>appropriately</b> 1:22  <b>arena</b> 3:2  <b>athletes</b> 3:22</p> <hr/> <p style="text-align: center;"><b>B</b></p> <p><b>back</b> 1:8  <b>bare</b> 1:16  <b>barefoot</b> 4:4  <b>basketball</b> 1:7 2:18 3:2  <b>bites</b> 3:8  <b>Brand</b> 1:4,10 2:5,22,25 3:24 4:19,20  <b>broadcast</b> 3:3  <b>broader</b> 2:13</p> <hr/> <p style="text-align: center;"><b>C</b></p> <p><b>campus</b> 2:12  <b>case</b> 3:5  <b>caught</b> 1:21 3:9  <b>cause</b> 2:15 4:13 4:15  <b>causes</b> 2:4,14  <b>Center</b> 1:14  <b>CENTOR</b> 1:2 1:24 2:17,24 3:15 4:11,20  <b>certainly</b> 2:8  <b>coach</b> 1:6 2:2 3:14,16 4:11  <b>coaches</b> 2:3,10 3:22,25 4:1,6  <b>cold</b> 2:24  <b>coming</b> 2:1  <b>community</b> 2:13</p>	<p>3:2 4:12  <b>contract</b> 4:8  <b>conversation</b> 1:5  <b>Converse</b> 1:25  <b>couple</b> 1:8  <b>course</b> 2:10 4:14</p> <hr/> <p style="text-align: center;"><b>D</b></p> <p><b>day</b> 2:23  <b>deal</b> 2:7  <b>difference</b> 3:23  <b>different</b> 3:11  <b>digit</b> 2:23  <b>doing</b> 4:2,4  <b>donated</b> 4:13  <b>donations</b> 1:24  <b>Dr</b> 1:4,10 2:5,22 2:25 3:24 4:19 4:20</p> <hr/> <p style="text-align: center;"><b>E</b></p> <p><b>engaged</b> 4:1  <b>entrusted</b> 2:10  <b>ESPN</b> 1:15  <b>event</b> 4:15  <b>exactly</b> 3:24  <b>example</b> 2:1  <b>exceeded</b> 3:17  <b>exercises</b> 4:1  <b>expected</b> 3:8  <b>eyes</b> 3:18</p> <hr/> <p style="text-align: center;"><b>F</b></p> <p><b>fact</b> 3:1,9  <b>fans</b> 2:18  <b>feet</b> 1:16  <b>first</b> 1:13  <b>focused</b> 2:11  <b>found</b> 3:16  <b>front</b> 2:13  <b>fun</b> 1:4,11</p> <hr/> <p style="text-align: center;"><b>G</b></p> <p><b>game</b> 2:19,20  <b>games</b> 2:18  <b>getting</b> 4:8</p>	<p><b>goal</b> 3:17  <b>going</b> 1:5,16  <b>good</b> 1:2,5 2:9 2:13 3:10,11 3:25 4:2,4,18 4:19  <b>gotten</b> 1:22  <b>great</b> 1:10 2:7 4:13</p> <hr/> <p style="text-align: center;"><b>H</b></p> <p><b>happened</b> 3:2,4  <b>help</b> 4:10,17  <b>huge</b> 3:21  <b>hundred</b> 1:23  <b>Hunter</b> 1:6,15 2:14 3:6,16 4:3 4:11  <b>Hunter's</b> 2:6,6</p> <hr/> <p style="text-align: center;"><b>I</b></p> <p><b>incredible</b> 1:7 1:25  <b>initiative</b> 1:8  <b>issue</b> 3:5  <b>IUPUI</b> 1:7 2:18 4:12</p> <hr/> <p style="text-align: center;"><b>J</b></p> <p><b>JOSH</b> 1:2,24 2:17,24 3:15 4:11,20</p> <hr/> <p style="text-align: center;"><b>K</b></p> <p><b>kids</b> 3:20  <b>kind</b> 4:2  <b>know</b> 3:7 4:9,15 4:16  <b>knows</b> 2:8  <b>kudos</b> 4:11</p> <hr/> <p style="text-align: center;"><b>L</b></p> <p><b>large</b> 4:6  <b>leaders</b> 2:4  <b>leadership</b> 2:1  <b>learned</b> 1:13</p>	<p><b>led</b> 1:7  <b>Let's</b> 2:5  <b>little</b> 2:25 3:8  <b>lot</b> 1:22 2:19,19</p> <hr/> <p style="text-align: center;"><b>M</b></p> <p><b>majority</b> 3:25  <b>matter</b> 3:9  <b>mattered</b> 2:15 2:15  <b>media</b> 3:3  <b>men's</b> 1:7  <b>models</b> 2:4  <b>Mondays</b> 1:3 4:17  <b>morning</b> 1:2  <b>Myles</b> 1:3,10 2:5 2:22,25 3:24 4:17,19</p> <hr/> <p style="text-align: center;"><b>N</b></p> <p><b>national</b> 3:5,22  <b>nationally</b> 1:21  <b>necessarily</b> 3:21  <b>nippy</b> 2:25</p> <hr/> <p style="text-align: center;"><b>O</b></p> <p><b>occasion</b> 2:21  <b>Oh</b> 1:10  <b>opportunity</b> 3:14  <b>order</b> 2:9  <b>original</b> 3:17</p> <hr/> <p style="text-align: center;"><b>P</b></p> <p><b>paid</b> 4:8  <b>pair</b> 3:20  <b>pairs</b> 1:23 3:17  <b>papers</b> 3:16  <b>part</b> 2:21 3:12 4:7  <b>people</b> 1:19 2:1 2:19 3:4,11  <b>person</b> 2:13  <b>philanthropic</b> 4:1</p>	<p><b>picked</b> 2:14  <b>platform</b> 4:9  <b>play</b> 2:12  <b>players</b> 2:16  <b>please</b> 4:16  <b>poor</b> 1:19  <b>position</b> 4:9  <b>print</b> 3:3  <b>promote</b> 4:17  <b>provide</b> 1:19  <b>provided</b> 4:12  <b>publicity</b> 1:22 4:3</p> <hr/> <p style="text-align: center;"><b>Q</b></p> <p><b>quickly</b> 3:3,5  <b>quite</b> 3:19  <b>quotes</b> 3:15</p> <hr/> <p style="text-align: center;"><b>R</b></p> <p><b>reach</b> 3:4  <b>read</b> 3:15  <b>really</b> 1:18  <b>remarkable</b> 3:19  <b>remember</b> 1:13 1:20  <b>reminder</b> 4:14  <b>right</b> 1:6 3:25  <b>role</b> 2:3,6,6,7,12 4:7,7  <b>Ron</b> 1:6,15 2:5,6 2:14 3:6,13 4:3  <b>running</b> 1:15 4:3</p> <hr/> <p style="text-align: center;"><b>S</b></p> <p><b>serious</b> 1:12  <b>served</b> 3:11  <b>set</b> 3:7  <b>shoes</b> 1:19,20 2:19,20 3:17 3:20 4:13  <b>single</b> 2:23  <b>small</b> 3:8  <b>South</b> 1:19</p>
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<p><b>special</b> 2:6,17,21  <b>sports</b> 1:14 3:2  <b>story</b> 1:11,11,12  3:22  <b>street</b> 1:6  <b>student</b> 3:22  <b>students</b> 2:20  <b>successful</b> 3:6  <b>sudden</b> 1:15</p> <hr/> <p style="text-align: center;"><b>T</b></p> <hr/> <p><b>take</b> 4:10  <b>talk</b> 1:9 2:3,5  4:16  <b>talking</b> 3:20  <b>team</b> 1:7  <b>tears</b> 3:18  <b>tell</b> 2:22  <b>temperature</b>  2:23  <b>thanks</b> 4:20  <b>thing</b> 3:10  <b>think</b> 1:10 3:24  <b>thousand</b> 1:23  <b>time</b> 1:12  <b>today</b> 1:9  <b>trying</b> 1:18,20  <b>turned</b> 1:14,18  <b>TV</b> 1:14 3:3</p> <hr/> <p style="text-align: center;"><b>U</b></p> <hr/> <p><b>understand</b> 4:6  <b>understands</b> 2:7  3:10  <b>understood</b> 2:14  3:13  <b>utilize</b> 2:8</p> <hr/> <p style="text-align: center;"><b>V</b></p> <hr/> <p><b>visibility</b> 2:8  <b>volunteer</b> 4:7</p> <hr/> <p style="text-align: center;"><b>W</b></p> <hr/> <p><b>Walmart</b> 1:25  <b>want</b> 1:9 2:3  4:18</p>	<p><b>wanted</b> 2:21  <b>wasn't</b> 3:1  <b>watching</b> 1:14  <b>we're</b> 1:5 3:19  <b>wear</b> 3:21  <b>weeks</b> 1:8  <b>welcome</b> 1:2  <b>winning</b> 2:11  <b>work</b> 4:18  <b>works</b> 2:9 3:11  4:2,5  <b>world</b> 3:12</p> <hr/> <p style="text-align: center;"><b>X</b></p> <hr/> <p style="text-align: center;"><b>Y</b></p> <hr/> <p><b>Yeah</b> 2:24  <b>young</b> 1:19 3:11</p> <hr/> <p style="text-align: center;"><b>Z</b></p> <hr/> <p style="text-align: center;"><b>0</b></p> <hr/> <p style="text-align: center;"><b>1</b></p> <hr/> <p><b>110,000</b> 3:20</p> <hr/> <p style="text-align: center;"><b>2</b></p> <hr/> <p><b>20080211mwm</b>  1:1</p> <hr/> <p style="text-align: center;"><b>3</b></p> <hr/> <p><b>30,000</b> 2:18</p> <hr/> <p style="text-align: center;"><b>4</b></p> <hr/> <p><b>40,000</b> 1:20 3:17</p>			
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