

To Ohio 2011 National Masters Athletes

ATHLETE'S OWN CALL TO MEDIA FOLLOWING YOUR EVENT

After your event, especially if you win a medal, help the Masters T&F movement grow by calling your local newspaper or TV or newsradio switchboard and ask for SPORTS, then for the sports editor or reporter. Ask his/her first name, then say,

"Hi _____ (first name), this is _____ from (your hometown), but right now I'm in Berea, Ohio, near Cleveland at the USA National Masters Track and Field Championships.

"I'd like to let you know that I just won a (Gold First Place) (Silver Second Place) (Bronze Third Place) (or Placed 4th, 5th, 6th) here at the National Championship in the (Event/Age Group) (and if true... also won a _____ or placed _____ in the (second and third events).)

(If true: "Also, I set an American/World Record in...")

"It would be great if you could let folks at home know with a little blurb."

"Here are some more details if you need them (your time, distance, who beat you in first place if true...)."

(Then be businesslike, end the call, and say:)

"I really appreciate your doing this – see you at home soon. Bye..."

You may find that they ask you to do a more detailed interview with color on your race or even the meet as a whole, maybe even to come in when you get back, etc. This contact may open the door for you to become a media star and an emissary for masters track!

Or they may be very curt and politely take your information and that is that – and then surprise you with a nice write-up anyway. Do not be dismayed by the possibility of short personalities – they are on deadline. Sports writers and editors are as human as all of us.)

If you need help with your presentation or contact, see us on the track or around the facility (we have book with all national media contacts by city) or call us at the meet here on cell (202-306-1200); or email weinerpublic@comcast.net. If you need a cell, we'll lend you ours. Or call us after the meet (but sooner is better, here at the meet).

AFTER you DO get a story, please email us text or link ASAP, so we can include it in a collage of masters meet coverage.

GIVE IT A SHOT! GOOD LUCK! ☺

Bob Weiner, USA National Masters Media Chair