

# **MASTERS MEDIA SUBCOMMITTEE ANNUAL REPORT**

**November, 2012, USATF MASTERS MEETING, Daytona Beach, Fla**

Respectfully submitted, Bob Weiner, Chair

The Media Committee has developed an effective process to build press releases and coverage for the indoor and outdoor national championships, and now for US participation in world championships. The Subcommittee has received enormous help from Pete Taylor, Ken Stone, Phil Raschker, the other media committee members, the Games Committee under Chair Jim Flanik and help from Rex Harvey, the Active Athletes under Chair Mary Trotto, MTF Treasurer and strong media supporter Carroll DeWeese whose World and American record-keeping at the finish line are an important part of the press story each day, the LOC's and USATF's national office (thanks especially Jill Geer and her team and enthusiastic support from USATF CEO (and masters competitor) Mike McNees and President Stephanie Hightower), Regions and Invitationals Chair Mark Cleary, and wonderful support from MTF Chair Gary Snyder and Vice Chair Robert Thomas. I also want to thank Richard Mann, Jaime Ravenet, and George Clingan of my office who spent many hours helping to generate, gather, and collate our coverage.

In our media committee releases and coverage, we have been able to include features on current U.S. outdoor and indoor world champions, dozens of U.S. Olympians now masters, other stars, people with interesting life stories, and local athletes. In addition, we have a system and form for athletes who participate in the national meets to call their home town press and build coverage there as well, which we guide and encourage.

Thanks to all who helped develop the basis of the terrific coverage for another year, coverage which hopefully inspires many others to join masters track and field as athletes, organizers, and sponsors. The media committee works hard to get the word out on the mission of the MTF program for lifetime fitness and health through regular exercise, training, and competition, with the incentive of MTF age-groups at sanctioned track and field meets.

We are happy that MTF Secretary and Webmaster Jeff Brower has placed a link on the USATF Masters site to all the coverage we submit, making it even easier for athletes, organizers, and sponsors to make use of the coverage: <http://www.usatfmasters.org/> . In addition, we place a MTF coverage homepage at **MASTERS TRACK & FIELD MEDIA COVERAGE (see below)**.

*One area the media committee would like to see more of is our colleague organizers making use of the good coverage as a way to entice additional major and*

minor sponsors of our meets, from national championships to regional and local events. The potential is enormous. We will be working with John Oleski, MTF Marketing Subcommittee Chair as well as a media subcommittee member, in this effort.

***Masters Media Committee Members: Bob Weiner, Chair; Philippa Raschker, Peter Taylor, Ken Stone, Dave Clingan, Harry Brooks, Liz Johnson, Eric Braschwitz, John Oleski, Jay Wind, Jeff Lee, Ivan Black, Andrew Hecker, and regular collaboration with Randy Sturgeon/National Masters News.***

**(Note TV at each national indoor and outdoor national and world championship with onsite live or taped camera shots, live radio, and newspaper coverage)**

## **Three Must-See Clips**

### **New York Times Article on Kathy Martin and Bloomington, including six additional athletes**

<http://www.nytimes.com/2012/04/02/sports/runner-kathy-martin-60-is-speeding-through-records.html?pagewanted=all>

### **New York Times Video on Kathy Martin**

<http://www.youtube.com/watch?v=iECRFoFPiJ4>

### **2012 Outdoor MTF Championship Video by ABC TV Network Reporter Co-project of Midwest Region (Steve Cohen) and National Masters Media Committee**

<http://www.youtube.com/watch?v=UbzhJH8z8kE>

### **MASTERS TRACK & FIELD MEDIA COVERAGE (Detailed Highlights) or URL <http://www.weinerpublic.com/masters.html>**

#### **2012**

- [July 26, 2012 -- "Over 1100 World & Nation's Best Athletes 35-95 To Prove Lifetime Fitness Possible At USA National Masters Championships Aug. 2-5 At Benedictine University, Lisle, IL; Over 30 Reigning World Champions Competing"](#) -- Press release by *USATF Masters Media Committee* | [PDF](#)

- [Selected Lisle USA Masters 2012 Media Coverage](#) | [PDF](#) | [Covered by more than 100 news media](#)

- [August 2, 2012 -- "More than 1,000 competing in masters track meet in Lisle"](#) -- in *The Daily Herald*, Lisle IL | [Original](#)

- [July 17, 2012 -- "Masters Outdoor Track Championships Sprint into Lisle"](#) -- in *The Daily Herald*, Lisle IL | [Original](#)

- [June 23, 2012 -- "Possibly Fastest Masters Fields Ever Compete At U.S. Olympic Trials 5:40 & 5:50 PM Sat. June 30 – M200 And W400 Hayward Field At Univ. Of Oregon, Eugene"](#) -- Press release by *USATF Masters Media Committee* | [PDF](#)
- [April 17, 2012 -- "Ageless Raschker continues success"](#) -- in *The Marietta Daily Journal*
- [March 27, 2012 -- "Top American Masters To Compete At World Masters Indoor Championships, April 3-8, Jyväskylä, Finland"](#) -- Press release by *USATF Masters Media Committee*
- [March 16-18, 2012 -- Selected Press Coverage of 2012 USA National Masters Track and Field Indoor Championships, Bloomington IN, March 16-18, 2012](#) -- generated by *USATF Masters Media Committee* | [PDF](#) | [NYX Kathy Martin video](#)
- [March 12, 2012 -- "USA National Masters Track & Field Championships, Bloomington IN March 16-18 at Indiana University to include world champions, Olympians, Super Bowl star among 800+"](#) -- Press release by *USATF Masters Media Committee*
- [March 15, 2012 -- Bloomington National Masters Home Press Calls](#) -- prepared by *USATF Masters Media Committee* | [PDF](#)
- [March 16, 2012 -- "Hundreds of athletes visit Bloomington for track meet"](#) -- in *Bloomington Herald Times*