

WINSTON-SALEM NATIONAL MASTERS MEDIA COVERAGE JULY 2014

Selections including ESPN, NY Times, 59 TV clips interviewing athletes, 4,205,320 audience estimate according to Nielsen, daily regional newspaper front page headlines and daily Sports color photos and stories seen by millions. Selected TV at top under "TV CLIPS -- Videos" (Athletes and organizers will enjoy clicking on these), full TV listing and Nielson ratings and audience estimates at bottom of report). Respectfully submitted, Robert Weiner, Chair, USATF Masters Media Committee. (See credits at bottom in article for National Masters News)

[July 10, 2014 -- "USA National Masters Track Championships July 17-20 At Wake Forest University Kentner Stadium, Winston-Salem NC, Include World Champions, Olympians, NFL Great, Top Jazz Artist, Local Stars Among 1100+ Athletes 30-95+ From US And World](#) -- press release by *USATF Masters Media Committee* | [On USATF web site](#)

TV CLIPS -- Videos

- [July 21, 2014 -- "90-Year-Olds on Relay Team"](#) -- on *WGHP-8 Fox TV*, Greensboro-High Point-Winston Salem NC | [Original](#)
- [July 21, 2014 -- "Track and Field Competitors in their 90s"](#) -- on *WFMY CBS TV*, Greensboro-High Point-Winston Salem NC | [Original](#)
- [July 20, 2014 -- "90-Year-Olds Team For World Records"](#) -- on *ESPN* | [Original](#) | [Original](#) | [Original](#)
- [July 20, 2014 -- "USA Track & Field Masters at Wake Forest"](#) -- on *WXII-12 TV* | [Original](#)
- [July 18, 2014 -- "USATF Masters Outdoor Championships"](#) -- on *NI4G TV*, Greensboro-High Point-Winston Salem NC | [Original](#)
- [July 17, 2014 -- "USATF Masters Outdoor Championships"](#) -- on *NI4G TV*, Greensboro-High Point-Winston Salem NC | [Original](#)
- [July 17, 2014 -- "Great Grandma Competes in Track Meet"](#) -- on *WFMY-2 CBS TV*, Greensboro-High Point-Winston Salem NC | [Original](#)
- July 17, 2014 -- "National Masters Track and Field Championship held in Winston-Salem" -- on *WGHP-8 Fox TV*, Greensboro-High Point-Winston Salem NC | [Original](#)

RADIO AUDIOS

- [July 22, 2014 -- "USA Track & Field Masters Outdoor Championships"](#) -- on *WGN-AM*, Chicago IL
- [July 18, 2014 -- "Let the Games Begin Again: 74 Year-Old Olympic Flagbearer Ed Burke Competes in National Track Competition"](#) -- on *88.5 WFDD Radio* (NPR affiliate) | [Original](#) (begins about 1:00 into broadcast)

PRINT in *Winston-Salem Journal*

- July 17-20, 2014 -- Day-by-day photos -- in *Winston-Salem Journal* | [Thursday, July 17](#) | [Friday, July 18](#) | [Saturday, July 19](#) | [Sunday, July 20](#)
- [July 21, 2014 -- "Rouser relishes his chance to compete"](#) -- in *Winston-Salem Journal*
- [July 20, 2014 -- "USATF Masters Outdoor Championships: Nailing the approach McBarnette gets steps right to set high-jump record"](#) -- in *Winston-Salem Journal*
- [July 20, 2014 -- "Hamilton: Masters friendships as important as the races"](#) -- in *Winston-Salem Journal*
- [July 18, 2014 -- "Weiner enjoys multitasking"](#) -- in *Winston-Salem Journal* | [Original](#) | [Original Photo](#)

- [July 18, 2014 -- "Notes: Greensboro's Sowerby staying quite busy"](#) -- in *Winston-Salem Journal* | [Original](#)
- [July 18, 2014 -- "Hamilton: Shaheed living the life he loves"](#) -- in *Winston-Salem Journal*
- [July 18, 2014 -- "90-year-olds still have sprinters' legs"](#) -- in *Winston-Salem Journal*
- [July 18, 2014 -- "Long Island realtor Martin continues to thrive on track"](#) -- in *Winston-Salem Journal*
- [July 18, 2014 -- "Schmanski took unconventional path to fitness"](#) -- in *Winston-Salem Journal*
- [July 17, 2014 -- "Great-grandmother, 80, entered in 14 events at Masters track meet"](#) -- in *Winston-Salem Journal* | [Original](#)
- [July 17, 2014 -- "Notes: Holland second in 800; eyes 1,500 on Saturday"](#) -- in *Winston-Salem Journal*
- [July 17, 2014 -- "Ellard, ex-NFL star, is ready for first Masters Championship"](#) -- in *Winston-Salem Journal*
- [July 17, 2014 -- "Former Olympian Burke still has competitive fire burning at 74"](#) -- in *Winston-Salem Journal*
- [July 17, 2014 -- "Shannon, 57, still loves to run"](#) -- in *Winston-Salem Journal*
- [July 17, 2014 -- "Four-day Masters track meet to begin Thursday at Wake Forest"](#) -- in *Winston-Salem Journal*
- [July 17-20, 2014 -- "USATF National Masters Outdoor Track and Field Championships"](#) -- in *Winston-Salem Journal*

Printed in other newspapers (includes links to some videos)

- [July 24, 2014 -- "Ex-NFL, Fresno State, Hoover star Ellard wins Masters triple jump"](#) -- in *The Fresno Bee*
- [July 18, 2014 -- "Fresno's Dennis Duffy wins USATF national title in 400 meters"](#) -- in *The Fresno Bee*
- [July 23, 2014 -- "Track Team Is Peerless and, Seemingly, Ageless"](#) -- in ***The New York Times*** | [Original](#)
- [July 23, 2014 -- "Sterling man soars to high jump record"](#) -- in *Loudoun Times-Mirror* | [Video](#) | [Original](#)
- July 17-19, 2014 -- Day-by-day photos by Gregory Coats | [Thursday, July 17](#) | [Friday, July 18](#) | [Saturday, July 19](#)
- [July 17, 2014 -- "Track and Field Championships Race Off in Winston-Salem"](#) -- on *Time-Warner Cable News Triad* -- Note: print story available to all, but video available only to Time-Warner Cable subscribers – ADDITIONAL NOTE: MTF purchased video, in top section)
 - [July 22, 2014 -- "90s hits on the track"](#) -- in *ESPN*
 - [July 22, 2014 -- "Over-90 relay team sets world records at USATF Masters Championships"](#) -- in *SI.com*
 - [July 22, 2014 -- "All this team of ninety-year-olds does is set records in track"](#) -- in *eWallstreeter*
 - [July 21, 2014 -- "90-plus-year-old men set 3 world relay records at USATF Masters"](#) -- in *Albuquerque Express*
 - [July 21, 2014 -- "90-and-Over Relay Team Sets Three World Records"](#) -- in *Runner's World*
 - [July 21, 2014 -- "90-Year-Olds Set World Record for Relay"](#) -- in *M.Bwwfitnessworld.com*
 - [July 21, 2014 -- "Concord man wins National Javelin Championship at 2014 USA Track & Field Masters Championship"](#) -- in *Union Leader*
 - [July 21, 2014 -- "Men in their 90s set 3 world relay records at USATF Masters"](#) -- in *Kgw.com (AP)*
 - [July 21, 2014 -- "'Treasure of masters track' Carroll DeWeese shares gems in talk"](#) -- in *Masterstrack.com*
 - [July 20, 2014 -- "Here's a relay team of 90+ year old dudes being more active than you"](#) -- in *Next Impulse Sports*

- [July 20, 2014 -- "First relay team of 90-plus-year-olds set 3 World Records, So Cal wins team championship at USATF Masters Outdoors"](#) -- in *USA Track & Field*
 - [July 20, 2014 -- "USA Track & Field Masters at Wake Forest | Sports - WXII Home"](#) -- in *WXII2.com*
 - [July 20, 2014 -- "USATF Masters: Greensboro's Latiffia Taylor eyes another title"](#) -- in *News-Record.com - Blogs*
 - [July 20, 2014 -- "USATF Masters: Friendships as important as the races"](#) -- in *News-Record.com - Blogs*
 - [July 19, 2014 -- "More records fall as Harvey, Obera, McBarnette, Ellard highlight Day Three at USATF Masters Outdoor Championships"](#) -- in *USA Track & Field*
 - [July 18, 2014 -- "Brad Barton, 48, Misses Milestone Sub-4 in 1500 by Whisker"](#) -- in *Times of San Diego*
 - [July 18, 2014 -- "Party time follows record-setting day at North Carolina nationals"](#) -- in *Masterstrack.com*
 - [July 18, 2014 -- "Records fall, champions crowned on Day 1 at USATF Masters Outdoor Championships"](#) -- in *Noodls-USA*
 - [July 16, 2014 -- "Records fall, champions crowned on Day 1 at USATF Masters Outdoor Championships"](#) -- in *USA Track & Field*
 - [July 18, 2014 -- "USATF Masters: How area runners fared"](#) -- in *News-Record.com - Blogs*
 - [July 18, 2014 -- "USATF Masters: Former NFL star Henry Ellard retains his health"](#) -- in *News-Record.com - Blogs*
 - [July 18, 2014 -- "Henry Ellard, former NFL All-Pro receiver, competes at USATF Masters"](#) -- in *OlympicTalk - NBC Sports*
 - [July 16, 2014 -- "A 65-year-old woman ran a half mile in 2:42"](#) -- in *SI.com*
 - [July 16, 2014 -- "USATF Masters track and field begins Thursday in Winston-Salem"](#) -- in *News-Record.com - Blogs*
 - [July 16, 2014 -- "JDL Fast Track owner part of USATF Masters meet in Winston-Salem"](#) -- in *News-Record.com - Blogs*
-
- [July 17-20](#) -- in *Winston-Salem Journal*
 - [July 17-20](#) -- in *Times of San Diego*
 - [July 17-20](#) -- in *Winston-Salem Journal*
 - [July 17-20](#) -- in *Winston-Salem Journal*
 - [July 17-20](#) -- in *Winston-Salem Journal*
 - [July 17-20](#) -- in *WFDD (NPR Affiliate)*
 - [July 17-20](#) -- in *Greensboro News & Record*
 - [July 17-20](#) -- in *Greensboro News & Record*
 - [July 17-20](#) -- in *Time Warner Cable - Channel 14*
 - [July 17-20](#) -- in *WFDD (NPR Affiliate)*
 - [July 17-20](#) -- in *Winston-Salem Journal*
 - [July 17-20](#) -- in *Winston-Salem Journal*
 - [July 17-20](#) -- in *Charlotte Observer*
 - [July 17-20](#) -- in *NBC Olympic Talk*
 - [July 17-20](#) -- in *Greensboro News & Record*
 - [July 17-20](#) -- in *Winston-Salem Journal*
 - [July 17-20](#) -- in *Winston-Salem Journal*
-
- [Complete results](#)
 - [Complete list of athletes and events](#) (Make a copy to select and sort) | [CSV](#)


*** FULL TV REPORT AND NIELSON RATINGS

(some of the links from Metro Monitor may die within a week so selected ones are protected above):

Metro Monitor News Tracker Report #1 (of 3)




To order permanent TV or radio clips call [800-861-5255](tel:800-861-5255) (Note: USATF MTF has ordered 8 clips, now also above; also note: Nielsen total audience from the 3 reports: 4,205,320 viewers and 59 clips – a partial listing) TV, radio, online and social media monitoring services. Visit www.metromonitor.com

1.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
NEWS DAY AT 2PM Jul 21 2014 02:00PM ET

[2:24:25 PM] If you're from Mississippi you might not know a lot about Western North Carolina. Maybe it opens your eyes to the Greensboro area, maybe going to nc state or the Raleigh Durham area. The swimmers who performed well at the event will likely earn a spot in the National **CHAMPIONSHIPS** later history was made on the **TRACK** in Winston-Salem yesterday afternoon. For the first time ever, a relay team of men, all 90-of men, all 90- years or older, completed a usatf event. Winston-Salem hosted the masters outdoors **CHAMPIONSHIPS** this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. One of the men didn't start didn't start running until he was in his 50'a, but said it's changed his life.

[View](#) ▶


Nielsen Audience: 3,657 Ad Value: \$85 Calc Ad Value: \$136
Calc Publicity Value: \$408

2.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
NEWS DAY NOON Jul 21 2014 12:00PM ET

[12:24:00 PM] If you're from Mississippi you might not know a lot about Western North Carolina. Maybe it opens your eyes to the Greensboro area, maybe going to nc state or the Raleigh Durham area. The swimmers who performed well at the event will likely earn a spot in the National **CHAMPIONSHIPS** later history was made on the **TRACK** in Winston-Salem yesterday afternoon. For the first time ever, a relay team of men, all 90-of men, all 90- years or older, completed a usatf event. Winston-Salem hosted the masters outdoors **CHAMPIONSHIPS** this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. One of the men didn't start didn't start running until he was in his 50'a, but said it's changed his life.

[View](#) ▶

Nielsen Audience: 1,923 Ad Value: \$44 Calc Ad Value: \$69
Calc Publicity Value: \$207

3.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
NEWS DAY 17 10AM Jul 21 2014 10:00AM ET

[10:09:32 AM] You can vote for her, or any of the dogs on the list online once a day thru September 14th. For a link, visit our website at twc for a link, visit our website at twc news dot com history was made on the **TRACK** in Winston-Salem yesterday afternoon. For the first time ever, a relay team of men, all 90-of men, all 90- years or older, completed a usatf event. Winston-Salem hosted the masters outdoors **CHAMPIONSHIPS** this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. One of the men didn't start didn't start running until he was in his 50'a, but said it's changed his life.

[View](#)


[10:13:47 AM] If you're from Mississippi you might not know a lot about Western North Carolina. Maybe it opens your eyes to the Greensboro area, maybe going to nc state or the Raleigh Durham area. The swimmers who performed well at the event will likely earn a spot in the National **CHAMPIONSHIPS** later world vsv one man's journey around the world brings him to North Carolina karl bushby is trying to complete the longest continuous walk in human history. In 1998 he started in 1998 he started his journey at the southern tip of South America. He hopes to end his mission back home, in London.

[View](#)

Nielsen Audience: 4,337
Calc Publicity Value: \$2,434

Ad Value: \$101

Calc Ad Value: \$811

4.  **WFMY-CBS Television** Market: Greensboro-High Point-Winston Salem, NC (46)
THE GOOD MORNING SHOW Jul 21 2014 06:00AM ET


[6:46:26 AM] You most likely haven't thought about being in a **TRACK** and field competition at that age. Five guys in their 90s competed at wake forest university for the usa National masters **TRACK** and field **CHAMPIONSHIPS**. They aren't letting age get in the way of living life. The group of men competed in 3 relay races.

[View](#)

Nielsen Audience: 23,293
Calc Publicity Value: \$3,180

Ad Value: \$200

Calc Ad Value: \$1,060

5.  **WGHP-FOX Television** Market: Greensboro-High Point-Winston Salem, NC (46)
FOX 8 MORNING NEWS AT 5 Jul 21 2014 05:00AM ET


[5:21:30 AM] We have people getting draft everywhere from this conference. I believe Florida state helped gain that respect and hopefully we can continue that. An amazing story over at the usa **TRACK** & field masters **CHAMPIONSHIPS** at wake forest, which makes you ask the question: what are you going to be doing in your 90's. These guys are part of a relay team: five guys: 97-year old champion goldy, 96-year old orville Rogers, and the young trio of Roy englert, Charles ross and Charles boyle, 92, 91 and 90 respectivley. Today they ran three relays: 4x100, 4x400 and the 4x800, all within a 70 minute window.

[View](#)

Nielsen Audience: 12,701
Calc Publicity Value: \$322

Ad Value: \$70

Calc Ad Value: \$107

6.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
LATE NIGHT NEWS Jul 20 2014 11:00PM ET


[11:03:45 PM] Meet officials say the event also helps recruit some of the young swimmers to athletes to this area of the the Raleigh Durham area. The swimmers who performed well at the swimmers who performed well at this weekends event will likely this weekends event will likely earn history was made on the **TRACK** in Winston-Salem Sunday. For the first time ever, a relay team of men, all 90- years or older, of men, all 90-years or older, completed a usa tf event. Completed a usa tf event. Winston-Salem hosted the masters outdoors **CHAMPIONSHIPS** this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. Three relay events.

[View](#)

Nielsen Audience: 7,211
Calc Publicity Value: \$454

Ad Value: \$168

Calc Ad Value: \$151

7.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
EVENING NEWS AT 6PM Jul 20 2014 06:00PM ET


[6:34:02 PM] Meet officials say the event also helps recruit some of the young swimmers to athletes to this area of the the Raleigh Durham area. The swimmers who performed well at the swimmers who performed well at this weekends event will likely this weekends event will likely earn history was made on the **TRACK** in Winston-Salem Sunday. For the first time ever, a relay team of men, all 90- years or older, of men, all 90-years or older, completed a usa tf event. Completed a usa tf event. Winston-Salem hosted the masters outdoors **CHAMPIONSHIPS** this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. Three relay events.

[View](#)

Nielsen Audience: 3,377
Calc Publicity Value: \$218

Ad Value: \$78

Calc Ad Value: \$73

8.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
EVENING NEWS NOW Jul 20 2014 05:00PM ET


[5:33:56 PM] Meet officials say the event also helps recruit some of the young swimmers to athletes to this area of the the Raleigh Durham area. The swimmers who performed well at the swimmers who performed well at this weekends event will likely this weekends event will likely earn history was made on the **TRACK** in Winston-Salem Sunday. For the first time ever, a relay team of men, all 90- years or older, of men, all 90-years or older, completed a usa tf event. Completed a usa tf event. Winston-Salem hosted the masters outdoors **CHAMPIONSHIPS** this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. Three relay events.

[View](#)

Nielsen Audience: 3,496
Calc Publicity Value: \$227

Ad Value: \$81

Calc Ad Value: \$76

9.  **WFMY-CBS Television** Market: Greensboro-High Point-Winston Salem, NC (46)
WFMY NEWS 2 AT 6:00 Jul 20 2014 06:00PM ET

[6:01:04 PM] What do you hope to be doing when you turn 90 years old? You most likely haven't thought about being in a **TRACK** and field competition at that age. Five guys in their 90s


competed at wake forest university for the usa National masters **TRACK** and field **CHAMPIONSHIPS**. They aren't letting age get in the way of living life.

[View](#)

Nielsen Audience: 35,804
Calc Publicity Value: \$428

Ad Value: \$225

Calc Ad Value: \$142

10.  **WGHP-FOX Television** Market: Greensboro-High Point-Winston Salem, NC (46)
FOX 8 10:00PM NEWS Jul 20 2014 10:00PM ET

[10:38:08 PM] We'll talk about Carolina and wake and the heisman trophy winner. Plus a great scene today in Winston-Salem. Five guys, all in the 90's hitting the **TRACK** in the usa masters **CHAMPIONSHIPS**. Check it out next. Welcome to fox8 sports Sunday.

[View](#)

[10:42:39 PM] Hey, come to the wyndham in Greensboro, please! An amazing story over at the usa **TRACK** & field masters **CHAMPIONSHIPS** at wake forest, which makes you ask the question: what are you going to be doing in your 90's. These guys are part of a relay team: five guys: 97-year old champion goldy, 96-year old orville Rogers, and the young trio of Roy englert, Charles ross and Charles boyle, 92, 91 and 90 respectivley. Today they ran three relays: 4x100, 4x400 and the 4x800, all within a 70 minute window.

[View](#)

Nielsen Audience: 66,262
Calc Publicity Value: \$9,720

Ad Value: \$400

Calc Ad Value: \$3,240

11.  **WGHP-FOX Television** Market: Greensboro-High Point-Winston Salem, NC (46)
FOX 8 6:00PM NEWS Jul 20 2014 06:00PM ET

[6:37:56 PM] At the Kennedy space center, Phil keating, FOX News. You have to check this out coming up: a **TRACK** relay team racing in Winston-Salem: all the guys are over 90-years old. Also, final round hilights of the British open. Can mcilroy hang on.

[View](#)


[6:42:17 PM] "This is the first major championship my mom's been at that i've won. And to be able to see her on the back of the 18th was really nice. It's really nice to be able to share a moment like this with them" an amazing story over at the usa **TRACK** & field masters **CHAMPIONSHIPS** at wake forest, which makes you ask the question: what are you going to be doing in your 90's. These guys are part of a relay team: five guys: 97-year old champion goldy, 96-year old orville Rogers, and the young trio of Roy englert, Charles ross and Charles boyle, 92, 91 and 90 respectivley. Today they ran three relays: 4x100, 4x400 and the 4x800, all within a 70 minute window.

[View](#)

Nielsen Audience: 44,915
Calc Publicity Value: \$1,240

Ad Value: \$200

Calc Ad Value: \$413


12.  **WXII-NBC Television** Market: Greensboro-High Point-Winston Salem, NC (46)
WXII 12 NEWS AT 11:00PM Jul 20 2014 11:00PM ET

[11:05:48 PM] But the holiday cost the state about 13-million dollars each year. Competition wrapped up this afternoon at the usa **TRACK** and field masters tournament. Close to a thousand

athletes ranging in age from 30 to 95 years old took part. The field also included over 40 world champions and six olympians.

[View](#)


Nielsen Audience: 53,369 Ad Value: \$650 Calc Ad Value: \$2,968
Calc Publicity Value: \$8,905

13.  **WXII-NBC Television** Market: Greensboro-High Point-Winston Salem, NC (46)
WXII 12 NEWS AT 6:00PM Jul 20 2014 06:00PM ET

[6:07:00 PM] But many experts say the holiday was costing the state about 13 million dollars each year. Close to a thousand athletes of all ages wrapped up the the usa **TRACK** and field masters tournament today in Winston Salem. The athletes ranged in age from 30 to 95 years old and include over 40 world champions and six olympians. Todays events at wake forest university's kentner stadium included the first ever "90 and older" 4- man relay team.

[View](#)


Nielsen Audience: 59,259 Ad Value: \$1,200 Calc Ad Value: \$5,760
Calc Publicity Value: \$17,280

14.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
NEWS DAY 17 10AM Jul 18 2014 10:00AM ET

[10:21:38 AM] **CHAMPIONSHIPS** vsv six olympians, 40 world champions and many local athletes are among the more than 11-hundred competing in Winston-Salem this week. The usa **TRACK** and field masters outdoor **CHAMPIONSHIPS** kicked off **CHAMPIONSHIPS** kicked off Thursday. This is the first masters outdoor championship that's been held in this region. Winston-Salem was picked through a competitive bidding processes at the usa **TRACK** and field meeting two years ago. What sets this meet apart from others, is that others, is that athletes ages 30 to 95 are competing. "It gives me a lot of satisfaction at age 60.

[View](#)

Nielsen Audience: 4,337 Ad Value: \$101 Calc Ad Value: \$101
Calc Publicity Value: \$303

15.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
LATE NIGHT NEWS Jul 17 2014 11:00PM ET

[11:28:26 PM] Surveillance video caught the 21 year-olds in the act the man from Greensboro grabbed the replica and stuffed it into the woman's purse. Police charged them with theft or destruction of property. Plus, athletes gathered in the twin city Thursday for the usa **TRACK** for the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. 11-hundred people are competing including six olympians, 40 world champion and many local athletes. The meet lasts through Sunday.

[View](#)

Nielsen Audience: 2,489 Ad Value: \$58 Calc Ad Value: \$48
Calc Publicity Value: \$145

16.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)

LATE NIGHT NEWS

Jul 17 2014 11:00PM ET


[11:35:51 PM] Geer faces several charges including second-degree arson, insurance fraud and more. May is charged with fraud and more. May is six olympians, 40 world champions and many local athletes are among the more than 11- hundred competing in Winston-Salem this week, the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS CHAMPIONSHIPS** kicked off Thursday. This is the first Thursday. This is the first masters outdoor championship that's been held in this region, Winston-Salem was picked through a competitive bidding processes at the usa **TRACK** and field meeting two years ago. What sets this meet apart from others, is that can still run as fast as I can and beat some of the younger guys. Younger guys.

[View](#)

Nielsen Audience: 2,489
Calc Publicity Value: \$255

Ad Value: \$58

Calc Ad Value: \$85

17.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
SPORTS NIGHT

Jul 17 2014 10:00PM ET


[10:29:18 PM] Surveillance video caught the 21 year-olds in the act the man from Greensboro grabbed the replica and stuffed it into the woman's purse. Police charged them with theft or destruction of property. Plus, athletes gathered in the twin city Thursday for the usa **TRACK** for the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. 11-hundred people are competing including six olympians, 40 world champion and many local athletes. The meet lasts through Sunday.

[View](#)

Nielsen Audience: 4,588
Calc Publicity Value: \$265

Ad Value: \$106

Calc Ad Value: \$88

18.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
SPORTS NIGHT

Jul 17 2014 10:00PM ET


[10:34:32 PM] The hornets signed stephenson to a 3 year, 27 million dollar deal on Wednesday hornets summer league playoffs facing New Orleans, Roberto Nelson Wednesday's hero pj hairston three, 4 of 9 from beyond the arc, 18-7 hornets next trip down on the fast break, ball ends up in hairston's hands, he. Jams it home, 20-7 late first quarter, cody zeller the finish off the break, 16 points, 7 rebounds Patrick ewing's club up 12 at half lob to hairston Ryan brown for three, 73-49 hornets, brown 16 points hairston led with 21 points on 8 of 16 shooting final, hornets 104. 75 hornets into the quarterfinals, the y get the winner of the NY knicks and d-league select on Saturday six olympians, 40 world champions and many local athletes are among the more than 11- hundred competing in Winston-Salem this week, the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS CHAMPIONSHIPS** kicked. Off Thursday. This is the first Thursday. This is the first masters outdoor championship that's been held in this region, Winston-Salem was picked through a competitive bidding processes at the usa **TRACK** and field meeting two years ago. What sets this meet apart from others, is that can still run as fast as I can and beat some of the younger guys. Younger guys.

[View](#)

Nielsen Audience: 4,588
Calc Publicity Value: \$1,007

Ad Value: \$106


Calc Ad Value: \$336

19.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
PRIME TIME NEWS Jul 17 2014 08:00PM ET

[8:28:24 PM] Surveillance video caught the 21 year-olds in the act the man grabbing the replica and stuffing it into the woman's purse. Police charged them with theft or destruction of property. Plus, athletes gathered in the twin city Thursday for the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. 11-hundred people 11-hundred people are competing including six olympians, 40 world champion and many local it's now 31 minutes past the hour. Time for a check of your weather ... jury selection is complete in the laurence lovette murder trial.

[View](#) ▶

Nielsen Audience: 6,053 Ad Value: \$141 Calc Ad Value: \$150
Calc Publicity Value: \$451

20.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
PRIME TIME NEWS Jul 17 2014 08:00PM ET


[8:33:58 PM] Geer faces several charges including second-degree arson, insurance fraud and more. May is charged with fraud and more. May is it's all about speed in Winston-Salem for the kickoff of the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. Six olympians, 40 world champions, and many local athletes are among the more than 11-hundred competing. Time Warner cable news reporter elyse mickalonis was at wake forest university to find **CHAMPIONSHIPS** pkg gunshot, ij"I like racing. I'm mostly a road racer, a marathoner. This is my first **TRACK** event. Caroline bjune's **TRACK** event record is off to a good start she took first place in the first race at the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS** Thursday. But she's not likely to experience many other competitions like this. It's the diversity of athletes that sets it apart.

[View](#) ▶

[8:35:34 PM] This is the first masters outdoor championship in this region. Winston-Salem won the hosting the hosting privilege through competitive bidding processes at the usa **TRACK** and field meeting two years ago. Organizers say it's an attention- getter for the city. "We're looking at somewhere of 2,000 people coming into the city.

[View](#) ▶


Nielsen Audience: 6,053 Ad Value: \$141 Calc Ad Value: \$357
Calc Publicity Value: \$1,072

21.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
EVENING NEWS AT 6PM Jul 17 2014 06:00PM ET

[6:27:50 PM] Surveillance video caught the 21 year-olds in the act the man grabbing the replica and stuffing it into the woman's purse. Police charged them with theft or destruction of property. Plus, athletes gathered in the twin city Thursday for the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. 11-hundred people 11-hundred people are competing including six olympians, 40 world champions and many locals. It's now 31 minutes past the hour.

[View](#) ▶

Nielsen Audience: 7,434 Ad Value: \$173 Calc Ad Value: \$190
Calc Publicity Value: \$571

22.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
EVENING NEWS AT 6PM Jul 17 2014 06:00PM ET


[6:33:30 PM] Geer faces several charges including second-degree arson, insurance fraud and more. May is charged with fraud and more. May is it's all about speed in Winston-Salem for the kickoff of the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. Six olympians, 40 world champions, and many local athletes are among the more than 11-hundred competing. Time Warner cable news reporter elyse mickalonis was at wake forest university to find **CHAMPIONSHIPS** pkg gunshot, ij"I like racing. I'm mostly a road racer, a marathoner. This is my first **TRACK** event. Caroline bjune's **TRACK** event record is off to a good start she took first place in the first race at the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS** Thursday. But she's not likely to experience many other competitions like this. It's the diversity of athletes that sets it apart.

[View](#) ▶

[6:35:06 PM] This is the first masters outdoor championship in this region. Winston-Salem won the hosting the hosting privilege through competitive bidding processes at the usa **TRACK** and field meeting two years ago. Organizers say it's an attention- getter for the city. "We're looking at somewhere of 2,000 people coming into the city.

[View](#) ▶


Nielsen Audience: 7,434 Ad Value: \$173 Calc Ad Value: \$444
Calc Publicity Value: \$1,332

23.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
EVENING NEWS NOW Jul 17 2014 05:00PM ET

[5:28:29 PM] Surveillance video caught the 21 year-olds in the act the man grabbing the replica and stuffing it into the woman's purse. Police charged them with theft or destruction of property. Plus, athletes gathered in the twin city Thursday for the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. 11-hundred people 11-hundred people are competing including six olympians, 40 world champion and many local it's now 31 minutes past the hour. Time for a check of your weather on the ones forecast w w w w w w os jury selection is complete in the laurence lovette murder trial.

[View](#) ▶

Nielsen Audience: 6,397 Ad Value: \$149 Calc Ad Value: \$159
Calc Publicity Value: \$477

24.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
EVENING NEWS NOW Jul 17 2014 05:00PM ET

[5:34:09 PM] Geer faces several charges including second-degree arson, insurance fraud and more. May is charged with fraud and more. May is it's all about speed in Winston-Salem for the kickoff of the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. Six olympians, 40 world champions, and many local athletes are among the more than 11-hundred competing. Time Warner cable news reporter elyse mickalonis was at wake forest university to find **CHAMPIONSHIPS** pkg gunshot, ij"I like racing. I'm mostly a road racer, a marathoner. This is my first **TRACK** event. Caroline bjune's **TRACK** event record is off to a good start she took first place in the first race at the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS** Thursday. But


she's not likely to experience many other competitions like this. It's the diversity of athletes that sets it apart. This is the first masters outdoor championship in this region. Winston-Salem won the hosting the hosting privilege through competitive bidding processes at the usa **TRACK** and field meeting two years ago. Organizers say it's an attention- getter for the city. "We're looking at somewhere of 2,000 people coming into the city.

[View](#)

Nielsen Audience: 6,397
Calc Publicity Value: \$1,341

Ad Value: \$149

Calc Ad Value: \$447

25.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
NEWS DAY AT 2PM Jul 17 2014 02:00PM ET

[2:09:57 PM] Stay with time Warner cable news. We will continue to follow this story and bring the latest information throughout the day. Right **CHAMPIONSHIPS** lead it's all about speed in Winston-Salem for the kickoff of the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS**. Six olympians, 40 world champions, and many local athletes are among the more than 11-hundred competing. Time Warner cable news reporter elyse mickalonis was at wake forest **CHAMPIONSHIPS** pkg gunshot, ij"I like racing. I'm mostly a road racer, a marathoner. This is my first **TRACK** event. Caroline bjune's **TRACK** event record is off to a good start she took first place in the first race at the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS** Thursday. But she's not likely to experience many other competitions like this. It's the diversity of athletes that sets it apart.

[View](#)


[2:12:42 PM] This is the first masters outdoor championship in this region. Winston-Salem won the hosting the hosting privilege through competitive bidding processes at the usa **TRACK** and field meeting two years ago.

[View](#)

Nielsen Audience: 3,657
Calc Publicity Value: \$1,190

Ad Value: \$85

Calc Ad Value: \$397

26.  **N14G Television** Market: Greensboro-High Point-Winston Salem, NC (46)
YOUR MORNING NEWS Jul 17 2014 06:00AM ET


[6:10:20 AM] The homeless shelter also has transitional housing for it's women who have started **CHAMPIONSHIPS** 600 a big day for speed in Winston-Salem today, as the usa **TRACK** and field masters outdoor **CHAMPIONSHIPS** kick off, six olympians, 40 world champions and many local athletes will be among the more athletes will be. Among the more than 1100 competing. Joining us now from wake forest university kentner stadium with more, elyse? Marti, this is the first masters outdoor championship in this region, Winston- Salem was picked region, Winston-Salem was picked through a competitive bidding processes at the usa **TRACK** and field meeting two years ago, here with us now to talk a little more about everything that's going on is bob weiner. Thanks for joining us, bob. Tell us what's going to be happening and why happening and why this event is so special.

[View](#)

Nielsen Audience: 2,771
Calc Publicity Value: \$1,338

Ad Value: \$64


Calc Ad Value: \$446

27.  **WFMY-CBS Television** Market: Greensboro-High Point-Winston Salem, NC (46)
WFMY NEWS 2 AT 11:00 Jul 17 2014 11:00PM ET

[11:25:02 PM] We train together and it's a lot of fun. We have a retired university of Vermont coach who coaches us also. How long have you been participating in **TRACK** and field events? About twenty years. I got two great grandsons and five granddaughters. I'm going to keep going until the good lord gives me my health. Today was the first day of the usa masters **TRACK** and field **CHAMPIONSHIPS**. Flo competed in seven events today, broke the hammer throw record. She has seven more to go.

[View](#) ▶

Nielsen Audience: 39,687 Ad Value: \$460 Calc Ad Value: \$736
Calc Publicity Value: \$2,208

28.  **WFMY-CBS Television** Market: Greensboro-High Point-Winston Salem, NC (46)
WFMY NEWS 2 AT 6:00 Jul 17 2014 06:00PM ET


[6:07:48 PM] Great weather today for a competition where age is nothing but a number, and in this case it might be a large number. You won't believe the feats people in their 80s can achieve on a **TRACK**, things you can't do, see it coming up. And the weekend is in sights. Will the mild temperatures continue?

[View](#) ▶

[6:11:29 PM] Great day to get outdoors, exercise at a **TRACK** and field event, no matter what age. From 30 to 97 years old, it's all about the competition at wake forest university. On a competitor is at the top of her game - and her age group, at 80 years old. Morgan hightower is at the usa National masters **TRACK** and field **CHAMPIONSHIPS** to talk to a great grandmother.

[View](#) ▶

Nielsen Audience: 37,948 Ad Value: \$525 Calc Ad Value: \$718
Calc Publicity Value: \$2,152

29.  **WFMY-CBS Television** Market: Greensboro-High Point-Winston Salem, NC (46)
WFMY NEWS 2 AT 5:00 Jul 17 2014 05:00PM ET

[5:06:34 PM] She also shot puts and long jumps. Right now, she's is competing at the usa National masters **TRACK** and field **CHAMPIONSHIPS** at wake forest university, Morgan hightower is out there right now, Morgan how's she doing? My-ler has competed in 6 events today, including the hammer throw. This thing right here is a hammer, myler threw this XX feet, breaking the us record!

[View](#) ▶

Nielsen Audience: 31,250 Ad Value: \$300 Calc Ad Value: \$420
Calc Publicity Value: \$1,260

30.  **WGHP-FOX Television** Market: Greensboro-High Point-Winston Salem, NC (46)
FOX 8 10:00PM NEWS Jul 17 2014 10:00PM ET

[10:45:17 PM] Today's camp as held at the wr Anderson Junior community center. They got to check out actual race cars, the equipment drivers use, and even met sponsored driver Matt Murphy. Murphy started racing when he was six, and has won multiple **CHAMPIONSHIPS** on

local tracks. He shared his love of the sport, and offered some advice. Has been racing since age six 11:22:56 "I love going into corners wide open and then slowing down, yeah and it, gets may adrenaline going, too. Sometimes it's hard enough getting off the couch to go for a run, now imagine doing that for fun in your 90s! Well today at wake forest, people as young as 30 and as old as 97 did just that. They're competing in the "National masters **TRACK** and field championship"it's a series of contests for anyone over 30 and runs through Sunday. This is the first year it's been here in the piedmont and organizers say more than two thousand people signed up.

[View](#) ▶

Nielsen Audience: 73,025 Ad Value: \$500 Calc Ad Value: \$1,117
Calc Publicity Value: \$3,350

31.  **WGHP-FOX Television** Market: Greensboro-High Point-Winston Salem, NC (46)
FOX 8 6:00PM NEWS [Jul 17 2014 06:00PM ET](#)

[6:22:09 PM] So yea, another great start. Yea, looking forward to getting back out there tomorrow, Winston-Salem is hosting a huge National **TRACK** meet over the next few days. It's the usa masters outdoor **CHAMPIONSHIPS** at kentner stadium on the campus of wake forest university. The action began today and goes through Sunday. It's all about competing in certain age groups.

[View](#) ▶


Nielsen Audience: 49,039 Ad Value: \$350 Calc Ad Value: \$1,657
Calc Publicity Value: \$4,970

32.  **WGHP-FOX Television** Market: Greensboro-High Point-Winston Salem, NC (46)
FOX 8 5:00PM NEWS [Jul 17 2014 05:00PM ET](#)

[5:05:37 PM] But, it's also getting a lot of criticism, how doctors are some of the people with the biggest complaints, and what they had to say. And runners prove age is truly just number, and pounding the pavement in a **TRACK** championship. We'll show you the race, specially designed for seniors.

[View](#) ▶

Nielsen Audience: 38,006 Ad Value: \$225 Calc Ad Value: \$112
Calc Publicity Value: \$338


33.  **WGHP-FOX Television** Market: Greensboro-High Point-Winston Salem, NC (46)
FOX 8 5:00PM NEWS [Jul 17 2014 05:00PM ET](#)

[5:13:45 PM] Nats she's the first woman over 70 to clock a sub seven minute mile in competition. To be under 7 minutes was just overwhelmingly joyful" that was a few years ago, and today this Los Angeles native is back in her element nats at the National masters **TRACK** and field championship. Nats a day of competitive sporting events for anyone 30 plus I'm 77 held this year at wake forest university. When I'm 80, maybe I can break a sub 7 min mile too like jeanette, many other people here have their own personal success stories.

[View](#) ▶

Nielsen Audience: 38,006 Ad Value: \$225 Calc Ad Value: \$248

Calc Publicity Value: \$743

34.  **WXII-NBC Television** Market: Greensboro-High Point-Winston Salem, NC (46)
WXII 12 NEWS AT 11:00PM Jul 17 2014 11:00PM ET

[11:03:30 PM] C0026 nats set, gun fire right now, athletes, coaches and spectators from across the country are in the triad. Close to a thousand athletes are in Winston-Salem for the usa **TRACK** and field masters tournament. Participants include people from ages 30 to 95 years old, including over 40 world champions and six olympians. The meet runs through Sunday at wake forest university's kentner stadium.

[View](#)


Nielsen Audience: 66,390 Ad Value: \$650 Calc Ad Value: \$672
Calc Publicity Value: \$2,015

35.  **WXII-NBC Television** Market: Greensboro-High Point-Winston Salem, NC (46)
WXII 12 NEWS AT 6:00PM Jul 17 2014 06:00PM ET

[6:07:18 PM] Tonight, in Thomasville, two or three lanes will be closed on 95 Eddie Johnson town road. Stay updated at twitter. The triad has been taken over by some of the best masters of **TRACK** and field. Close to 1000 at these of all ages are in Winston-Salem for the usa **TRACK** and field masters tournament being held at wake forest university. The tournament runs through Sunday. There will be over 40 world champions and six olympians who say it's important to stay active as they age.

[View](#)

Nielsen Audience: 80,948 Ad Value: \$550 Calc Ad Value: \$788
Calc Publicity Value: \$2,365

36.  **WXII-NBC Television** Market: Greensboro-High Point-Winston Salem, NC (46)
NEWS 12 AT 4:30AM Jul 17 2014 04:30AM ET

[4:41:51 AM] A few clouds across our skies and comfortable temperatures. We will have a complete look at your weekend as well as rain chances coming up. Looking ahead, the usa National masters **TRACK** championship begins today in Winston-Salem. The event is being held at kentner stadium. This is the first time it is being held in Winston-Salem.

[View](#)








Nielsen Audience: 11,743 Ad Value: \$50 Calc Ad Value: \$37
Calc Publicity Value: \$110

Report Generated: 22 Jul 2014 18:33:35 UTC
Total Story Count: 36
Total Audience Estimate: 850,333
Total Ad Value: \$8,841
Total Calc Ad Value: \$24,759
Total Calc Publicity Value: \$74,281

Metro Monitor News Tracker Report (#2 of 3)



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-  **WGN-AM-RADIO** **Radio** Market: Chicago, IL (3)
WGN Radio 720 - The Voice of Chicago Jul 22 2014 09:00AM CT
[9:38:56 AM] With two point six overnight rating for Sunday is. Mac or hold off sergio Garcia rickie fowler out twenty percent. From last year and there is a history of us track and field **MASTERS OUTDOOR CHAMPIONSHIPS** over the weekend a five man team. Comprised entirely of nine year olds. Ran three realize it's the set the world record.
[Listen](#) 
Arbitron Audience: 48,400 Ad Value: \$745 Calc Ad Value: \$596
Calc Publicity Value: \$1,788
-  **WGN-AM-RADIO** **Radio** Market: Chicago, IL (3)
WGN Radio 720 - The Voice of Chicago Jul 22 2014 08:00AM CT
[8:11:11 AM] In the win over Toronto when he passed red sox great. Karl yes from ski on the all time list. The best track and field **MASTERS OUTDOOR CHAMPIONSHIPS** were held over the weekend in Winston Salem North Carolina. Team of five men combined to complete the four by one hundred. Four by four hundred and four by eight hundred meter relays.
[Listen](#) 
Arbitron Audience: 52,200 Ad Value: \$803 Calc Ad Value: \$589
Calc Publicity Value: \$1,767
-  **WFIE-NBC** **Television** Market: Evansville, IN (104)
News at 5:30am Jul 22 2014 05:30AM ET
[5:52:48 AM] Four men at least 90 years old composed a relay team for the first time in history to set three world records at the **USA TRACK** and field **MASTERS OUTDOOR CHAMPIONSHIPS** on Sunday. Champion goldy sr. 97, orville Rogers, 96, Roy englert, 92, and Charles ross, 91, ran a 4x100m relay in 2 minutes, 22.37 seconds at the Winston-Salem, n. Meet. Charles boyle stepped in for goldy in the 4x400m and the 4x800m, where they ran 12:41.69 and 28:17.10, respectively, according to **USA TRACK** and field. They instantly set world records with each crossing of the finish line. Generic music still to come, the second day of the vanderburgh county fair is set to get underway today.
[View](#) 
Nielsen Audience: 18,176 Ad Value: \$75 Calc Ad Value: \$122
Calc Publicity Value: \$368
-  **WGHP-FOX** **Television** Market: Greensboro-High Point-Winston Salem, NC (46)
FOX 8 MORNING NEWS AT 5 Jul 21 2014 05:00AM ET
[5:21:30 AM] We have people getting draft everywhere from this conference. I believe Florida state

helped gain that respect and hopefully we can continue that. An amazing story over at the **USA TRACK** & field masters championships at wake forest, which makes you ask the question: what are you going to be doing in your 90's. These guys are part of a relay team: five guys: 97-year old champion goldy, 96-year old orville Rogers, and the young trio of Roy englert, Charles ross and Charles boyle, 92, 91 and 90 respectivley. Today they ran three relays: 4x100, 4x400 and the 4x800, all within a 70 minute window.

[View](#)

Nielsen Audience: 12,701
Calc Publicity Value: \$322

Ad Value: \$70

Calc Ad Value: \$107

5.  **WFFF-FOX Television** Market: Burlington, VT - Plattsburgh, NY (98)
Fox 44 News at 10pm

Jul 21 2014 10:00PM ET

[10:21:36 PM] Shelburne senior athlete flo meiler shattered a couple more National records this weekend in Winston-Salem North Carolina at the **USA TRACK** and field masters out-door championshipsflo launched 29 feet 10 inches on her third try in the w-80 weight throw to break the National record of 27 feet 11. Inches by just shy of two feet! She also crushed the world record in the 200-meter hurdles by more than 12 seconds, with a time of 50-point-65 seconds, but another competitor smashed that with a time of 42.24 today in woodlands Texas, Vermont division one state champion Drake hull from rutland, is 9-over after first.

[View](#)

Nielsen Audience: 7,437
Calc Publicity Value: \$588

Ad Value: \$173

Calc Ad Value: \$196

6.  **WFFF-FOX Television** Market: Burlington, VT - Plattsburgh, NY (98)
Fox 44 News at 10pm

Jul 21 2014 10:00PM ET

[10:51:23 PM] And trent gilbert, into right, kuhn comes in to score. But the lake monsters would get no more, and they lose 3-to-2 shelburne senior athlete flo meiler shattered a couple more National records this weekend in Winston-Salem North Carolina at the **USA TRACK** and field masters out-door championshipsflo launched 29 feet 10 inches on her third try in. The w-80 weight throw to break the National record of 27 feet 11 inches by just shy of two feet! She also crushed the world record in the 200-meter hurdles by more than 12 seconds, with a time of 50-point-65 seconds, but another competitor smashed that with a time of 42.24 today in woodlands Texas, Vermont division one state champion Drake hull from rutland, is 9-over after first.

[View](#)

Nielsen Audience: 7,437
Calc Publicity Value: \$744

Ad Value: \$173

Calc Ad Value: \$248

7.  **WVNY-ABC Television** Market: Burlington, VT - Plattsburgh, NY (98)
ABC 22 News at 11pm

Jul 21 2014 11:00PM ET

[11:28:44 PM] And trent gilbert, into right, kuhn comes in to score. But the lake monsters would get no more, and they lose 3-to-2 shelburne senior athlete flo meiler shattered a couple more National records this weekend in Winston-Salem North Carolina at the **USA TRACK** and field masters out-door championshipsflo launched 29 feet 10 inches on her third try in. The w-80 weight throw to break the National record of 27 feet 11 inches by just shy of two feet! She also crushed the world

record in the 200-meter hurdles by more than 12 seconds, with a time of 50-point-65 seconds, but another competitor smashed that with a time of 42.24 today in woodlands Texas, Vermont division one state champion Drake hull from rutland, is 9-over after first.

[View](#) ▶

Nielsen Audience: 2,646
Calc Publicity Value: \$262

Ad Value: \$61

Calc Ad Value: \$87

Report Generated: 22 Jul 2014 18:38:50 UTC
Total Story Count: 7
Total Audience Estimate: 148,997
Total Ad Value: \$2,100
Total Calc Ad Value: \$1,945
Total Calc Publicity Value: \$5,839

Metro Monitor News Tracker Report (#3 of 3)



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1.  **ESPN-CABLE Television** Market: National
ESPN 07:00AM SPORTS

Jul 22 2014 07:00AM CT

[7:52:04 AM] Sunday five men all at least 90 years old formed the oldest **RELAY TEAM** to cross the finish line at the usa interesting and field masters championship and did it in three different event. Charles ross, Charles boyle, Roy engler and orville Rogers ran the four by 400 and four by 800 relay in Winston-Salem Sunday. Champion senior subbed in and ran the four by 100 with the other three men.

[View](#) ▶

Nielsen Audience: 417,092
Calc Publicity Value: \$28,205

Ad Value: \$9,726

Calc Ad Value: \$9,402

2.  **ESPN-CABLE Television** Market: National
ESPN 06:00AM SPORTS

Jul 22 2014 06:00AM CT






[6:52:04 AM] Sunday five men all at least 90 years old formed the oldest **RELAY TEAM** to cross the finish line at the usa interesting and field masters championship and did it in three different event. Charles ross, Charles boyle, Roy engler and orville Rogers ran the four by 400 and four by 800 relay in Winston-Salem Sunday. Champion senior subbed in and ran the four by 100 with the other three men.

[View](#) ▶

Nielsen Audience: 348,469
Calc Publicity Value: \$23,565

Ad Value: \$8,126

Calc Ad Value: \$7,855

3.  **ESPN-CABLE Television** Market: National
ESPN 05:00AM SPORTS Jul 22 2014 05:00AM CT
- [5:52:05 AM] Sunday five men all at least 90 years old formed the oldest **RELAY TEAM** to cross the finish line at the usa interesting and field masters championship and did it in three different event.
- [View](#) ▶
- Nielsen Audience: 319,880 Ad Value: \$7,459 Calc Ad Value: \$2,735
 Calc Publicity Value: \$8,205
4.  **ESPN-CABLE Television** Market: National
ESPN 04:00AM SPORTS Jul 22 2014 04:00AM CT
- [4:51:35 AM] Sunday five men all at least 90 years old formed the oldest **RELAY TEAM** to cross the finish line at the usa interesting and field masters championship and did it in three different event. Charles ross, Charles boyle, Roy engler and orville Rogers ran the four by 400 and four by 800 relay in Winston-Salem Sunday. Champion senior subbed in and ran the four by 100 with the other three men.
- [View](#) ▶
- Nielsen Audience: 404,330 Ad Value: \$9,428 Calc Ad Value: \$9,114
 Calc Publicity Value: \$27,341
5.  **ESPN-CABLE Television** Market: National
ESPN 01:00AM SPORTS Jul 22 2014 01:00AM CT
- [1:52:19 AM] Sunday five men all at least 90 years old formed the oldest **RELAY TEAM** to cross the finish line at the usa interesting and field masters championship and did it in three different event. Charles ross, Charles boyle, Roy engler and orville Rogers ran the four by 400 and four by 800 relay in Winston-Salem Sunday. Champion senior subbed in and ran the four by 100 with the other three men.
- [View](#) ▶
- Nielsen Audience: 602,189 Ad Value: \$14,043 Calc Ad Value: \$14,043
 Calc Publicity Value: \$42,129
6.  **ESPN-CABLE Television** Market: National
ESPN 12:00AM SPORTS Jul 22 2014 12:00AM CT
- [12:51:56 AM] Sunday, four men, those four. All at least 0 90 years old the oldest **RELAY TEAM** to cross the finley line at the us track and field championship and did it in four different events. 91-year-old Charles ross. 91-year-old Charles boyle.
- [View](#) ▶
- Nielsen Audience: 824,789 Ad Value: \$19,234 Calc Ad Value: \$14,746
 Calc Publicity Value: \$44,238
7.  **ESPN2-ESPN Television** Market: National
ESPN2 03:00AM SPORTS Jul 22 2014 03:00AM CT

[3:52:04 AM] Sunday five men all at least 90 years old formed the oldest **RELAY TEAM** to cross the finish line at the usa interesting and field masters championship and did it in three different event. Charles ross, Charles boyle, Roy engler and orville Rogers ran the four by 400 and four by 800 relay in Winston-Salem Sunday. Champion senior subbed in and ran the four by 100 with the other three men.

[View](#)

Nielsen Audience: 113,126 Ad Value: \$2,638 Calc Ad Value: \$2,550
Calc Publicity Value: \$7,650

8.  **ESPN2-ESPN Television** Market: National
ESPN2 02:00AM SPORTS

Jul 22 2014 02:00AM CT

[2:52:03 AM] Sunday five men all at least 90 years old formed the oldest **RELAY TEAM** to cross the finish line at the usa interesting and field masters championship and did it in three different event. Charles ross, Charles boyle, Roy engler and orville Rogers ran the four by 400 and four by 800 relay in Winston-Salem Sunday. Champion senior subbed in and ran the four by 100 with the other three men.

[View](#)

Nielsen Audience: 103,363 Ad Value: \$2,410 Calc Ad Value: \$2,410
Calc Publicity Value: \$7,230

9.  **WFIE-NBC Television** Market: Evansville, IN (104)
News at 5:30am

Jul 22 2014 05:30AM ET

[5:52:48 AM] Four men at least 90 years old composed a **RELAY TEAM** for the first time in history to set three world records at the usa track and field masters outdoor championships on Sunday. Champion goldy sr. 97, orville Rogers, 96, Roy englert, 92, and Charles ross, 91, ran a 4x100m relay in 2 minutes, 22.37 seconds at the Winston-Salem, n.

[View](#)

Nielsen Audience: 18,176 Ad Value: \$75 Calc Ad Value: \$70
Calc Publicity Value: \$210

10.  **N14C-CABLE Television** Market: Charlotte, NC (25)
News at 5 AM


Jul 21 2014 05:00AM ET

[5:25:00 AM] For the first time ever, a **RELAY TEAM** of men, all 90-of men, all 90- years or older, completed a usatf event. Winston-Salem hosted the masters outdoors championships this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. One of the men didn't start didn't start running until he was in his 50'a, but said it's changed his life. Orville Rogers runner "it doesn't take much in the way of physical the way of life; Just getting off the couch. The **RELAY TEAM** says they're already looking forward to setting more records when all that stood between rory mcilroy and his first open championship was 18 holes of golf. Plenty at stake for the 25-year-old, who would be three-quarters of the way toward the career grand slam if he could hold onto his 6- slam if he could hold onto his 6- shot lead. Shot lead.

[View](#)

Nielsen Audience: 2,574 Ad Value: \$50 Calc Ad Value: \$125


Calc Publicity Value: \$375

11.  **NWS14 Television** Market: Wilmington, NC (131)
NEWS DAY AT 9 AM Jul 21 2014 09:00AM ET

[9:25:22 AM] History was made on the track in Winston-Salem yesterday afternoon. For the first time ever, a **RELAY TEAM** of men, all 90-of men, all 90- years or older, completed a usatf event. Winston-Salem hosted the masters outdoors championships this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. One of the men didn't start didn't start running until he was in his 50'a, but said it's changed his life. Orville Rogers runner "it doesn't take much in the way of physical the way of life; Just getting off the couch. The **RELAY TEAM** says they're already looking forward to setting more records when the preseason acc media poll comes out Monday, so gridiron fans have that to look forward to. That's just one component of acc kickoff weekend in Greensboro, the coaches will take center stage Monday, but Sunday was the players'day. As far as the big four goes, realistic expectations could be varied.

[View](#)


Nielsen Audience: N/A Ad Value: N/A Calc Ad Value: N/A
Calc Publicity Value: N/A

12.  **NWS14 Television** Market: Wilmington, NC (131)
MORNING NEWS AT 6 AM Jul 21 2014 06:00AM ET

[6:25:02 AM] For the first time ever, a **RELAY TEAM** of men, all 90-of men, all 90- years or older, completed a usatf event. Winston-Salem hosted the masters outdoors championships this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. One of the men didn't start didn't start running until he was in his 50'a, but said it's changed his life. Orville Rogers runner "it doesn't take much in the way of physical the way of life; Just getting off the couch. The **RELAY TEAM** says they're already looking forward to setting more records when the preseason acc media poll comes out Monday, so gridiron fans have that to look forward to. That's just one component of acc kickoff weekend in Greensboro, the coaches will take center stage Monday, but Sunday was the players'day. As far as the big four goes, realistic expectations could be varied.

[View](#)

Nielsen Audience: N/A Ad Value: N/A Calc Ad Value: N/A
Calc Publicity Value: N/A

13.  **N14N-CABLE Television** Market: Raleigh-Durham-Fayetteville, NC (24)
NEWS 14 11 PM Jul 20 2014 11:00PM CT

[11:18:46 PM] Chapel hill's morehead Planetarium served as a training center for astronauts between 1959 and 1975. Neil Armstrong even trained at history was made on the track in Winston-Salem Sunday. For the first time ever, a **RELAY TEAM** of men, all 90- years or older, of men, all 90-years or older, completed a usa tf event. Completed a usa tf event. Winston-Salem hosted the masters outdoors championships this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. Three relay events. One of the men didn't start running until he was in his 50'a, but said it's changed his life. Orville Rogers runner "it doesn't take much in the way of physical exersion to put you in a physical fitness category that gives you a longer life and a better life; Just life and a better life; Just getting off the couch. The **RELAY TEAM**


says they're already looking forward to setting weekend gets underway in Greensboro, we'll hear from the players, Rory McIlroy discusses his claret jug, and we'll talk some summer hoops ahead in the East.

[View](#)

Nielsen Audience: 10,610
Calc Publicity Value: \$1,902

Ad Value: \$247

Calc Ad Value: \$634

14.  **N14N-CABLE Television** Market: Raleigh-Durham-Fayetteville, NC (24)
NEWS 14 6 PM [Jul 20 2014 06:00PM CT](#)

[6:48:24 PM] History was made on the track in Winston-Salem Sunday. For the first time ever, a **RELAY TEAM** of men, all 90- years or older, of men, all 90-years or older, completed a USA Triathlon event. Completed a USA Triathlon event.

[View](#)


[6:49:04 PM] The **RELAY TEAM** says they're already looking forward to setting stay with us, we'll be right back. Imagine being able to control everything in your home with the touch of a button. It sounds like something out of the Jetsons, but it's something out of the still ahead on time Warner cable news, we break down I'm Adam Balkin.

[View](#)

Nielsen Audience: 18,167
Calc Publicity Value: \$1,480

Ad Value: \$423

Calc Ad Value: \$494

15.  **N14N-CABLE Television** Market: Raleigh-Durham-Fayetteville, NC (24)
NEWS 14 5 PM [Jul 20 2014 05:00PM CT](#)


[5:48:08 PM] The swimmers who performed well at the swimmers who performed well at this weekend's event will likely this weekend's event will likely earn history was made on the track in Winston-Salem Sunday. For the first time ever, a **RELAY TEAM** of men, all 90- years or older, of men, all 90-years or older, completed a USA Triathlon event. Completed a USA Triathlon event. Winston-Salem hosted the Masters Outdoors Championships this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. Three relay events. One of the men didn't start running until he was in his 50's, but said it's changed his life. Orville Rogers runner "it doesn't take much in the way of physical exertion to put you in a physical fitness category that gives you a longer life and a better life; Just life and a better life; Just getting off the couch. The **RELAY TEAM** says they're already looking forward to setting works quite yet, but it may happen in the near future. They can fix just about anything, as long as it is on two wheels. Coming up in today's giving back, we'll take a look at the repairmen and women in Chapel Hill who are fixing up bikes, and stay with us.

[View](#)

Nielsen Audience: 19,483
Calc Publicity Value: \$4,268

Ad Value: \$454

Calc Ad Value: \$1,423

16.  **N14C-CABLE Television** Market: Charlotte, NC (25)
News at 10 PM [Jul 20 2014 10:00PM ET](#)

[10:48:47 PM] In 1963, Chiquita became the first company to brand a banana. That branding led to new packaging that branding led history was made on the track in Winston-Salem Sunday. For

the first time ever, a **RELAY TEAM** of men, all 90- years or older, of men, all 90-years or older, completed a usa tf event. Completed a usa tf event. Winston-Salem hosted the masters outdoors championships this weekend, where four men. Ranging from 91 to 97 years old competed in all three relay events. Three relay events. One of the men didn't start running until he was in his 50'a, but said it's changed his life. Orville Rogers runner "it doesn't take much in the way of physical exersion to put you in a physical fitness category that gives you a longer life and a better life; Just life and a better life; Just getting off the couch. The **RELAY TEAM** says they're already looking forward to setting coming up after the break, you can see a piece of Civil War history in kinston. Find out what role this confederate built iron clad played in the Civil War, played in the Civil War, and why its just a small piece, of a and with the css neuse interpretive center, and the css neuse II replica, both in prominent spots downtown, it's apparent that the confederate ironclad. Is an important part of kinston's history.

[View](#) ▶

Nielsen Audience: 3,742
Calc Publicity Value: \$480

Ad Value: \$50

Calc Ad Value: \$160

Report Generated: 22 Jul 2014 18:40:51 UTC
Total Story Count: 16
Total Audience Estimate: 3,205,990
Total Ad Value: \$74,363
Total Calc Ad Value: \$65,761
Total Calc Publicity Value: \$197,278

FOR NATIONAL MASTERS NEWS, SEPTEMBER 2014 4 MILLION VIEWERS, 59 TV STORIES AT W-S NATIONAL MASTERS

By Bob Weiner, Chair, USATF Masters Media Committee

The Nielsen ratings and viewership report for the Winston-Salem USA Masters Track Championships tallied over four million viewers and at least 59 TV stories, including ESPN and regional ABC, NBC, CBS, Fox, and Time-Warner Cable (which did 2 hours live on opening day). All did interviews with athletes and organizers. The stations came for three days of the event, from opening day with 3X Olympian and 1984 Flagbearer Ed Burke, on the 30th Anniversary of his carrying the flag, declaring for Winston-Salem, "Let the Games Begin Again!" Radio was similarly supportive with NPR and Chicago's WGN among the many.

The closing day, which generally has diminished coverage, had a remarkable first-ever in world track history, a 90+ year-olds relay team in three events, 4X 100, 400, and 800 – and six TV networks and worldwide media, including ESPN, the New York Times, and AP, covered that day, as well as "trunk" feeds on TV and radio stations across the nation. "TV was swarming" throughout the meet, as MTF Chair Gary Snyder said.

The major local paper, the Winston-Salem Journal, each day featured front page over-the-masthead headlines and front page sports stories, interviews, and color photos of competitors from an advance Thursday, as competitors and organizers arrived, through the final day.

Literally millions read/saw/heard the stories that ran across the country. When I returned home to DC after the meet, friends and colleagues told me they saw it everywhere.

This best-ever championship coverage would not have been possible without the advance releases drawing the press including research and drafting of the lists and descriptions of the Olympians, world champions, locals to watch, possible feature events, and people's life summaries. The amazing research for the release was done by meet announcer Pete Taylor, MTF Active Athletes Committee Chair Mary Trotto, North Carolina USATF Masters Chair Eric Braschwitz, and meet director Noel Ruebel, all of whom used their experience and knowledge to provide the critical copy, bullets, and charts which gave substantive focus and written credibility to phone calls and emails to the media, a joint effort by the MTF Media Committee and *Visit Winston-Salem*. *Visit Winston-Salem's* Bonny Bernat, Casey Hough, and Brittany Norton contributed enormously.

The LOC's suggestion of featuring the 4X90's on the last day in the media was sheer brilliance, and thanks to Peter Blank of my own Potomac Valley Track Club (great innovative work Peter—wow!) for conceiving the event and team captain Charlie Ross (who credited Peter for calling him with the idea) for the huge work of phoning and organizing the team. USATF's Tyler Stevenson wrote daily releases with the results including world and American age group records set; because of that, the press ran all the day's winners in addition to the feature stories, and had precision in the follow-on stories. Thanks to USATF's Jill Geer, Susan Hazzard, Christa Mann, Amanda Brooks, Jim Estes, Max Siegel, and Stephanie Hightower among others for their support. In addition, USATF TV came, taped, and archived most of the meet so athletes and others can now see the performances.

Thanks also to Carroll DeWeese, MTF Treasurer and Games Committee Member, this year's David Pain Service Award Winner, for again helping enormously by assuring the media team's quickly getting the WR's and AR's to inform the press, and Sandy Pashkin, Games Committee Member, and Gary Snyder, national MTF Chair, for making the event run smoothly and answering many media questions.

Thanks especially to the athletes for doing hundreds of interviews and getting the message out that masters track and field is a mission of lifetime fitness and health through training and competition. Athletes interviewed—and it is impossible not to forget some key people—included Ed Burke, Nolan Shaheed, Flo Meiler, Oscar Peyton, Kathy Martin, Sheldon Contract, Bruce McBarnette, Charles Allie, Vickie Fox, Irene Obera, Tom McCormack, and our incredible 90-97 year-old relay team of Charles Ross, Charles Boyle, Orville Rogers, and Champion Goldy. The first winner of the first event, the women's 10,000, interviewed on Time Warner Cable, F40 Caroline Bjune, credited MTF Chair Gary Snyder's First-Timer program for giving her the incentive to come to the meet.

Let's not forget our own *National Masters News*, now published/and edited by the passionately dedicated twosome of Amanda Scotti and Tish Ceccarelli, who covered the meet onsite and has extensive coverage in the current issue. *NMN* is our voice as MTF's own magazine, now both online and hard copy, and provides regular e-alerts. Photographers Greg Coats and William Anthony, who shot the meet, are superb and dedicated. In addition, Ken

Stone's blog, masterstrack.com, gave updates on meet logistics and results and presents opinions in the sport with Ken's long journalism history, expertise, and devotion to masters track.

The media success was a magnificent team effort. Thanks to everyone for building our sport! On to the return to Winston-Salem for the Indoor Championships!

To see selections from the TV clips, print coverage, and radio, as well as the advance meet press release, go to: <http://www.weinerpublic.com/masters.html> (Thanks to webmaster Jay Wind of the MTF media committee for maintaining this website and creating You-Tubes of the TV and radio coverage); official MTF site <http://www.usatfmasters.org/news.htm> (Thanks to Jeff Brower for his great work maintaining that); and http://www.usatf.tv/gprofile.php?do=view_event&event_id=6668&mgroup_id=45365&year=2014 (thanks to the USATF-TV staff).