

To Lyon 2015 USA World Masters Athletes

*****ATHLETE'S OWN CALL TO MEDIA FOLLOWING YOUR EVENT*****

After your event, especially if you medal, help the Masters T&F Movement Grow by calling or emailing your local Newspaper or TV or Newsradio Switchboard and Ask for Sports, then for sports editor or reporter... If you know his/her first name, use it...

"Hi _____ (first name), This is _____ from (your hometown) but right now I'm in Lyon, France at the World Masters Track & 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 World 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. "

(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 may open the door for your becoming 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/email us at the meet here on cell (202-306-1200); and if you need a cell, we'll lend you ours. Or call us after the meet (but sooner is better, here at the meet). If easier: Email weinerpublic@comcast.net

GIVE IT A SHOT! GOOD LUCK! ☺

Bob Weiner, USA National Masters Media Chair weinerpublic@comcast.net