

# **To Albuquerque 2017 USA 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 or get his/her first name, use it...*

"Hi \_\_\_\_\_ (first name), This is \_\_\_\_\_ Albuquerque, NM, at the USA National Masters Indoor Track & Field Championships, with over 600 athletes 30-99 years old.

"I'd like to let you know that I just won a (Gold First Place) (Silver Second Place) (Bronze Third Place) (or placed 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>) here at the World Championships 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 interview 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/email us at the meet here on cell (202-329-1700); 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](mailto:weinerpublic@comcast.net)

**GIVE IT A SHOT! GOOD LUCK!**

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