

# MASTERS MEDIA 2017 ANNUAL REPORT

Respectfully submitted,  
Robert S. Weiner, Chair, USATF Masters Media Subcommittee

(Note Live Links below. If converted to certain formats may lose click-to-internet capacity. If so, go to:

<http://www.weinerpublic.com/masters.html> -- copy-paste links there into browser)

We had an exciting year of coverage with major radio, TV, Internet, and Social Media through the Media Subcommittee's efforts: National TV coverage on ESPN, Fox, NBC, ABC, and CBS was again achieved for network news and trunk feeds of regional press used by the networks, resulting in Nielsen reports showing tens of millions of viewers repeatedly. It was most gratifying to receive reports from our athletes going home after the meets and reporting that their home club members saw stories on the meets on TV and in the press.

Maximizing PR Newswire for some 200 major media websites with over ten million potential viewers per release and 5-10,000 specific views for each was an important development, with a contract with PR Newswire saving thousands of dollars.

The three major meets—Albuquerque Indoor and Baton Rouge Outdoor USATF national masters championships, and the USA team at the Daegu, South Korea WMA World Indoor championship – plus the Regional WMA meet in Toronto, where the USA dominated-- all resulted in outstanding coverage through the subcommittee's efforts.

In addition, the Media Subcommittee expanded an effective major social media component, led by Sandy Lee Triolo, with visibility on Facebook, Twitter, and Instagram (her report at bottom). Jeff Brower's MTF website ([usatfmasters.org](http://usatfmasters.org)), as well as Jay Wind's ([www.weinerpublic.com/masters.html](http://www.weinerpublic.com/masters.html)), were very useful depositories for all the masters press releases to refer media. Media relied on our releases and telephone and email outreach and guidance to editors and reporters, as well as onsite at the meets, for stories including profiles of many athletes of all masters ages and events. Area papers carried headline stories each day, and television covered daily, at our national meets.

The Media Subcommittee's hometown press project, providing a model call script and assisting athletes to draw coverage in their area press, has grown and must grow further. Hundreds of stories were placed in 2017.

Other major contributors to the Media Subcommittee's efforts included Dr. Mary Trotto and Rachel Guest, MTF Awards Co-Chairs, and Peter Taylor, MTF Announcer, all of whom helped draft and provided charts and information for releases; other Subcommittee members Bill Collins, Phil Raschker, Nolan Shaheed, Dr. Ivan Black, Andrew Hecker, Liz Johnson, Jeff Lee, Camille Martin, Ken Stone, Dave Clingan, and others. MTF President Rex Harvey, Vice Chair Jerry Bookin-Weiner, and Carroll Dewese, MTF Treasurer, gave inspiration and concrete advice all year.

A MTF reorganization is under way and communications will be enhanced even further from the current outstanding productivity and coverage.

*NOTE AT BOTTOM: Report included for Social Media, submitted by Sandy Lee Triolo, Media Subcommittee member appointed as MTF Social Media Coordinator.*

Press releases, coverage, TV, and print stories this year included:

## **2017**

- [September 3, 2017 -- "W65 Kathy Martin claims 3K WR, W55 Lorraine Jasper AR mile"](#) -- on *MastersTrack.com* | [Original](#)
- [August 25, 2017 -- "Intervals Slow Down Aging Process, New Studies Show"](#) -- Reprinted by *OpEd News* -- as H4 (4<sup>th</sup> lead oped nationwide) -- by Robert Weiner and Paula Hong of *RWA* | [Original](#) | First published in *National Masters News* (subscription required to view)
- [August 18, 2017 -- "Martin breaks two world marks, 16 American masters records set at WMA Regional Championship and USATF Masters Outdoor Throws Championship"](#) -- on *www.USATF.org* | [August 18, 2017 -- "Nearly 80 Americans set for Toronto are world or national champs"](#)-- on *MastersTrack.com*
- [August 6, 2017 -- "WMA regional champs in Toronto Aug. 11-13 draw 385 on team USATF including 77 reigning world and national titleholders among nearly 1000 total"](#) -- on *www.USATF.org* -- by *USATF Masters Media Committee* | [DOC](#) | [PDF](#)
- [August 7, 2017 -- "Eugene area achievements and running events"](#) -- in *The Register-Guard*, Eugene OR -- features Suzy and Jerry Wojcik | [Original](#)
- [July 10, 2017 -- "Historic 50th annual USA Track & Field National Masters Championship in Baton Rouge at LSU July 13-16 features 900 best USA athletes 30-101 years old \(yes 101!\), world champions, Olympians, world record holders, Baton Rouge & LA stars"](#) -- compiled by *USATF Masters Media Committee* | [DOC](#)

### **Registered Athletes:**

- [July 12, 2017 -- Baton Rouge USA Masters Home Press Calls](#) -- prepared by *USATF Masters Media Committee* | [DOC](#)

- [July 3, 2017 -- Athletes and events at Baton Rouge LA 2017 USA Masters Outdoor Track & Field Championships, including city and age](#) -- compiled by USA Track & Field and formatted by Jay Wind, MTF Media Subcommittee (opens as a GoogleDoc)

### **Selected Coverage:**

- [July 13-16, 2017 -- Coverage summary](#) -- on *USATF Masters*
- [July 9, 2017 -- "Julia 'Hurricane' Hawkins earns USATF Athlete of the Week with second world record in a month"](#) -- on *www.USATF.org*
- [July 13-16, 2017 -- Facebook: USATF.TV video](#)
- [July 13-16, 2017 -- Instagram: USATF.TV video](#)
- [July 13-16, 2017 -- Photos: Baton Rouge LA 2017 USA Masters Outdoor Track & Field Championships](#) -- photo credit: David Albo | [July 16 photos](#) | [July 15 photos](#) | [July 14 photos](#) | [July 13 photos](#)
- [August 6, 2017 -- "UMN law professor glad he took the leap to become Masters hurdler"](#) -- in *TwinCities.com-Pioneer Press*, Minneapolis-St. Paul MN
- [August 6, 2017 -- "Ashland's Rogers returns to track, instantly excels; Former sprint star tops Masters Class rankings"](#) -- in *Ashland Times-Gazette*, Ashland OH | [PDF](#)
- [August 1, 2017 -- "Pawlik proves 'Age is a number'"](#) -- in *The Clarion-Ledger*, Jackson MS
- [July 29, 2017 -- "Valley Isle Sports / In Brief: Trotto wins javelin title at masters national meet"](#) -- in *The Maui News*, Wailuku, Hawaii -- about Mary Trotto, Kihei HI | [Original](#)
- [July 23, 2017 -- "Notes and announcements: Achievements"](#) -- in *The Register-Guard*, Eugene OR -- about Suzy Wojcik, 75, of Oregon Track Club
- [July 23, 2017 -- "A-K Valley pair become track and field masters"](#) -- in *The Tribune-Review*, Pittsburgh-Greensburg-Tarentum PA
- [July 16, 2017 -- "'I missed my nap for this': 101-year-old sprinter breaks 100-meter dash record"](#) -- in *The Chicago Tribune*, Illinois
- [July 16, 2017 -- "101-year-old becomes world record holder in 100-meter dash: 'I missed my nap for this'"](#) -- on *Inside Edition*, New York City, New York
- [July 16, 2017 -- "101-year-old Louisiana woman sets new record for 100-meter run"](#) -- on *11 Alive NBC TV*, Atlanta, Georgia
- [July 16, 2017 -- "101-year-old becomes world record holder in 100-meter dash: 'I missed my nap for this'"](#) -- in *ClickOnDetroit.com*, Michigan
- [July 16, 2017 -- "Julia Hawkins sets 100-meter dash record for women 100 years or older"](#) -- in *Bleacher Report, Turner Broadcasting System*
- [July 16, 2017 -- "Lifelong athletes still feel the thrill"](#) -- in *The Register-Guard*, Eugene, Oregon | [Original](#)
- [July 16, 2017 -- "'I missed my nap for this': 101-year-old sprinter breaks 100-meter dash record"](#) -- on *FireNewsFeed.com*
- [July 16, 2017 -- "101-year-old shatters the record for the 100-meter dash: 'I missed my nap for this'"](#) -- in *Ledger-Enquirer*, Columbus, Georgia
- [July 15, 2017 -- "101-year-old BR woman sets 100-meter race record: report"](#) -- on *Blog.NOLA.com*
- [July 15, 2017 -- "101-year-old Baton Rouge woman sets new record for 100-meter run"](#) --

on *WBRZ 2 ABC TV*, Baton Rouge -- coverage generated by *USATF Masters Media Committee* | [Video on YouTube](#) | [Front-Page Image](#)

- [July 15, 2017 -- "‘I missed my nap for this’: 101-year-old sprinter breaks 100-meter dash record"](#) -- in *The Washington Post* -- coverage generated by *USATF Masters Media Committee* | [Original](#)
- [July 16, 2017 -- "Notebook: Atlanta Track Club claims team championship at USATF Masters Championship"](#) -- in *The Advocate*, Baton Rouge LA -- coverage generated by *USATF Masters Media Committee* | [Original](#)
- [July 16, 2017 -- "After pro career, former Olympian Walter Dix continues his love of track at Masters Championship"](#) -- in *The Advocate*, Baton Rouge LA -- coverage generated by *USATF Masters Media Committee* | [Original](#)
- [July 15, 2017 -- "Notebook: 100-meter dash sees oldest, youngest and fastest compete in Day 3 of USATF Masters Championship"](#) -- in *The Advocate*, Baton Rouge LA -- coverage generated by *USATF Masters Media Committee* | [Original](#)
- [July 14, 2017 -- "At 92 years old, Baton Rouge's Mary Norckauer is still as competitive as ever"](#) -- in *The Advocate*, Baton Rouge LA -- coverage generated by *USATF Masters Media Committee* | [Original](#)
- [July 13, 2017 -- "Never too old to compete: Baton Rouge hosts 50th annual USA Track and Field Masters outdoor national championships"](#) -- in *The Advocate*, Baton Rouge LA -- coverage generated by *USATF Masters Media Committee* | [Original](#)
- [July 14, 2017 -- "101-year-old Julia Hawkins sets second pending world record in one month at 100m at USATF Masters Outdoor Championships"](#) -- on *USATF.org* | [Photo](#) by *USATF.org*
- [July 14, 2017 -- "2008 Olympian Walter Dix makes USATF Masters debut and Mulazim sets new world record on Day 2 of USATF Masters Outdoor Championships"](#) -- on *USATF.org*
- [July 13, 2017 -- "Local favorite and inclement weather highlight Day 1 of USATF Masters Outdoor Championships"](#) -- on *USATF.org*
- [July 6, 2017 -- "Historic 50th annual USATF Masters Outdoor Championships to feature 900 athletes at LSU"](#) -- on *USATF.org*
- [July 5, 2017 -- "Julia Hawkins, age 101, sets new record in 100-yard dash"](#) -- in *Excellence Sports*
- [July 3, 2017 -- "Sprinter, age 101, sets age group record, to compete again"](#) -- on *KATC TV 3*, Baton Rouge LA
- [July 2, 2017 -- "101-year-old Baton Rouge runner earns world record, and a new nickname, at National Senior Games"](#) -- in *The Advocate*, Baton Rouge LA
- [July 2, 2017 -- "Meet Julia Hawkins, the 101-Year-Old Who Has Recently Taken up Competitive Running"](#) -- in *Runner's World*
- [June 11, 2017 -- "101-year-old runner, cyclist Julia Hawkins wows at Senior Games"](#) -- in *AL.com*, Alabama
- [June 11, 2017 -- "Julia Hawkins started running at 100. Now she's going for the gold"](#) -- in *The Florida Times-Union*, Jacksonville, Florida
- [June 7, 2017 -- "‘I want to please my family’: Julia Hawkins started running at 100. Now she's going for the gold"](#) -- on *OIA News.com*
- [April 1, 2017 -- "Triple-Digit Comeback" April 2017 Athlete of the Month \(Julia](#)

[Hawkins\)](#) -- on *NSGA.com*

- [April 10, 2017 -- "Kathy Martin, Northport NY, Track & Field"](#) -- from "Faces in the Crowd," **SPORTS ILLUSTRATED**
- [April 1, 2017 -- "Gary Patton -- Still a Master -- Rock Rapids athlete, 71, claims four medals at world indoor games in Daegu, South Korea"](#) -- in *The N'West Iowa Review*
- [April, 2017 -- "Age-Defying Athletes"](#) -- in *Monitor on Psychology* (pages 46-53) | [PDF](#)
- [March 26, 2017 -- "USA Brings Home 108 Medals, 42 Gold At World Masters Indoor Championships In Daegu, South Korea"](#) -- press release by *Robert Weiner Associates* and *USATF Masters Media Committee* | [DOC](#)
  - [March 27, 2017 -- Reprinted](#) on *USATF.org* | [Original](#)
  - [March 25, 2017 -- Reprinted](#) on *PR Newswire* | [Original](#)
  - [March 25, 2017 -- "USA Brings Home 108 Medals, 42 Gold At World Masters Indoor Track Championships In Daegu, South Korea"](#) -- [Selected coverage](#) compiled by *PR NewsWire* from 203 local newspapers | [PDF](#) | [DOC](#)
  - [March 23, 2017 -- Selected photos of athletes in action at Daegu World Masters Championships](#) -- photo credit: Rob Jerome
  - [March 10, 2017 -- Selected photos of ABQ athletes going to Daegu World Masters Championships](#) -- photo credit: David Albo
  - [March 10, 2017 -- Selected photos of USA athletes going to Daegu World Masters Championships](#) -- photo credit: Rob Jerome
  - [March 23, 2017 -- Congratulations to the Medal Winners 2017 Daegu Korea WMA Indoor Championships](#) -- list prepared by Mary Trotto | [DOC](#)
  - [March 18, 2017 -- Daegu 2017 USA World Masters Home Press Calls](#) -- prepared by *USATF Masters Media Committee* | [DOC](#)
  - [March 13, 2017 -- "Team USA To Go For Gold At World Masters Championships"](#) -- on *USATF.org* | [Original](#)
  - [March 12, 2017 -- "Team USA to go for gold at World Masters Championships March 19-25 in Daegu, South Korea, after 50 world & American records at USA Championships last month; more than 4600 athletes from 73 countries competing"](#) -- press release by *Robert Weiner Associates* and *USATF Masters Media Committee* | [DOC](#)
  - [March 13, 2017 -- "Team USA To Go For Gold At World Masters Champs March 19-25 Daegu, South Korea After 50 World & American Records At US Champs Last Month"](#) -- [Selected coverage](#) compiled by *PR NewsWire* from 190 local newspapers | [PDF](#) | [DOC](#)
  - [March 12, 2017 -- 101 athletes from the USA to compete at World Masters Indoor Championships in Daegu, South Korea, March 19-25, 2017](#) -- data compiled by *USATF* and *Masters Media Committee*
- [March 7, 2017 -- "Khalid Mulazim sets world M50 record at masters invitational race at USATF Open National Track Championship"](#) -- press release by *USATF and Masters Media Committee* | [DOC](#)
- [March 3, 2017 -- "USATF Masters Invitational Program, W1000 Meter Women's Race, 2:45 PM, & M400 Meter Men's Race, 2:55 PM, Sunday, March 5, 2017, at Albuquerque Convention Center, Albuquerque, NM"](#) -- press release by *USATF Masters Media Committee* | [DOC](#)
- [March 1, 2017 -- Selected coverage of 2017 USA Masters Indoor Track & Field Championships, February 17-19, 2017, Albuquerque NM](#) | [DOC](#)

- [February 19, 2017 -- Masters chair Rex Harvey presents third-place award to Potomac Valley Track Club athletes Bruce McBarnette and Robert Weiner](#) | [Original](#) -- on [USATFmasters.org](#)
- [February 19, 2017 -- Men's 90-99 60m - USATF Masters Indoor Championships 2017](#) -- Video on [USATF.TV](#) | [MP4](#)
- [March 13, 2017 -- "Here's that thrilling race between Orville Rogers and Dixon Hemphill"](#) -- on [Pace The Nation](#)
- [March 2, 2017 -- "Watch This 99-Year-Old Runner Edge Out His 92-Year-Old Rival in This Amazing Nonagenarian Race"](#) -- on [MediaIte.com](#)
- [March 4, 2017 -- "99 year old wins Masters Indoor Track Championship race -- Orville Rogers beat his 92-year-old opponent in the 60 meter dash"](#) -- Video on [Fox News](#) | [Original](#)
- [February 25, 2017 -- "Orville Rogers \(99\) & Dixon Hemphill \(92\) faced off in the M90 60m at #USATFmasters last weekend"](#) -- on [USATFfans Videos Facebook page](#)
- [March 1, 2017 -- "Track & Field: Sierra Gold shines at USATF Masters Indoor Championships"](#) -- in [The Union](#), serving Western Nevada County CA | [Original](#)
- [February 28, 2017 -- "Edged at the tape by a 99-year-old, this 92-year-old runner wants a rematch"](#) -- in [The Washington Post](#) | [Original](#)
- [February 26, 2017 -- "Record-setting weekend earns Kathy Martin USATF Athlete of the Week nod"](#) -- on [USATF.org](#) | [Original](#) | [Photo](#)
- [February 24, 2017 -- "99-Year-Old Upsets 92-Year-Old in Thrilling Sprint"](#) -- in [Runner's World](#) | [DOC](#) | [Original](#) | [Original](#)
- [February 20, 2017 -- USA Masters Indoor Track & Field Championships -- Video](#) on [KQRE TV 13](#), Albuquerque NM -- features Orville Rogers & Dixon Hemphill, interview with Karen Maxwell | [Take 2](#) | [Intro](#)
- [February 18, 2017 -- USA Masters Indoor Track & Field Championships -- Video](#) on [KOB TV 4](#), Albuquerque NM -- features interview with Rachel Guest
- [February 18, 2017 -- USA Masters Indoor Track & Field Championships -- Video](#) on [KOAT Action News TV 7](#), Albuquerque NM -- features Bill Collins winning 60 meter run
- [February 21, 2017 -- "Collins a Blessing to the Masters Track and Field Community"](#) -- by Patrick L. Newell, [Sports and Commentary](#) | [DOC](#) | [Original](#)
- [February 19, 2017 -- "USATF Masters Indoor Championships close as Lida, Lewis, and Martin \(again\) set world marks, totaling 50 World and American records"](#) -- press release by [USATF Masters Media Committee](#)
- [February 19, 2017 -- Photo of Bob Lida, world record M80 200m](#) -- on front page of [www.USATF.org](#) -- photo credit: USATF
- [February 19, 2017 -- "Investor profits in high jump at USA Masters"](#) -- in [Albuquerque Journal](#) | [Original](#)
- [February 17-19, 2017 -- Photos](#) -- in [Albuquerque Journal](#)
- [February 19, 2017 -- Photos of Day 3 of meet](#) -- photo credit: Dave Albo
- [February 18, 2017 -- Photos of Day 2 of meet](#) -- photo credit: Dave Albo
- [February 17, 2017 -- Photos of Day 1 of meet](#) -- photo credit: Dave Albo
- [February 18, 2017 -- "1976 Olympian Hart sets world record at U.S. Masters"](#) -- in [Albuquerque Journal](#) | [Original](#)
- [February 18, 2017 -- "Track and field: ABQ miler Valle fights through pain to win national title"](#) -- in [Albuquerque Journal](#) | [Original](#)

- [February 18, 2017 -- "Kathy Martin defies altitude to set new world record in W65 mile on Day 2 of USATF Masters Indoor Championships"](#) -- press release by *USATF Masters Media Committee* | [DOC](#) | [Original](#)
- [February 17, 2017 -- "Weight throw world mark leads first day of USATF National Masters Indoor Championships"](#) -- press release by *USATF Masters Media Committee* | [DOC](#) | [Original](#)
- [February 17, 2017 -- "USA Masters National Track Championships"](#) (transcript) -- on *KOAT Action News TV 7, Albuquerque NM* | [Video](#) on *YouTube* | [Video](#) on *YouTube* | [Original](#) including video
- [February 17, 2017 -- "Masters set to take their marks at Convention Center"](#) -- in *Albuquerque Journal* | [Original](#)
- [February 24, 2017 -- "99-year-old runner beats 92-year-old in impressive photo finish"](#) -- on *Mashable*
- [February 24, 2017 -- "Footrace between 99-year-old and 92-year-old ends in electrifying photo finish"](#) -- on *FOX Sports*
- [February 24, 2017 -- "This sprint between a 99-year-old and 92-year-old is pure tension in slow motion"](#) -- on *SB Nation LookIt*
- [February 25, 2017 -- "Watch: Nonagenarians leave nothing on track in close race"](#) -- on *WTOP Washington's Top News*
- [February 25, 2017 -- "Espectacular esprint entre dos velocistas casi centenarios"](#) -- on *ABC Deportes*
- [February 25, 2017 -- "A 99 e 92 anni si sfidano in una gara di atletica leggera. Vince il più anziano con uno sprint finale"](#) -- on *Huffington Post La Vita Come'è*
- [February 25, 2017 -- "La impresionante remontada de un corredor de 99 años contra otro de 92 en el Masters de Atletismo"](#) -- on *Univision Deportes*
- [February 13, 2017 -- "USA Masters Track Championships return to Albuquerque February 17-19 at Convention Center after last year's unprecedented 44 world and American records, competitors 30-99 years old"](#) -- press release by *USATF Masters Media Committee* | [DOC](#)
  - [February 8, 2016 -- Reprinted](#) -- on *PR Newswire*
- [February 14, 2017 -- Albuquerque USA Masters Home Press Calls](#) -- prepared by *USATF Masters Media Committee* | [DOC](#)
- [February 9, 2017 -- "Having run more than 42,000 miles, Dallas runner, 99, hungers for more world records"](#) -- features masters runner Orville Rogers -- in *Sportsday Dallas News*
- [February 6, 2017 -- 624 athletes and 1,560 planned events at Albuquerque NM 2017 USA Masters Indoor Track & Field Championships, including city and age](#) -- compiled by USA Track & Field (opens as a GoogleDoc)
- [January 26, 2017 -- Selected photos of athletes going to Albuquerque USA Masters Championships](#) -- photo credit: Rob Jerome
- [January 23, 2017 -- "When I turned 40, that's when I started wrecking records, and that's when I started getting really, really serious"](#) -- in *The Washington Post* -- photos from Angela Jimenez's book *Racing Age* | [Original](#)
- [January, 2017 -- "Winning the Race Against Time"](#) -- photos from Angela Jimenez's book *Racing Age* -- in *The Atlantic*

- [January 9, 2017 -- "Gwinnett school bus driver wins gold in world track event"](#) -- on *11 Alive TV*, Atlanta GA | [Original](#)

# Masters Track Social Media Project—BY SANDY LEE TRIOLO

The following is a summary of the USATF Masterstrack Facebook, Instagram and Twitter accounts for 2017 to date.

## **Growth:**

Facebook and Instagram accounts continue to lead the way, with the most followers and engagement. Twitter has also grown during this time. The posting of Facebook posts automatically to Twitter (cross-posting), and creating more connections with other running groups on Twitter has significantly helped our exposure. Growth continues to be primarily “organic” build by creating relationships with viewers by posting timely and accurate information, maintaining a positive tone and attitude, following other related accounts and by re-posting our communities content where applicable.

## **Boosting Exposure:**

To further grow our audience beyond the organic, a set budget should be allocated for promotions either monthly or quarterly. With promotions, goals can be created and worked toward, such as increasing the number of people reached with a paid post (essentially an Ad), sending people to specific websites, growing the total community or creating a contest.

## **Facebook Statistics for Outdoor Nationals and NCCMA Events**

### **Baton Rouge Outdoor National Championship**

During the July 6<sup>th</sup> to July 16<sup>th</sup> Time period

**Total Reach** Average post reach over 3000 viewers

The number of people who were served any activity from the Page including posts, posts to the Page by other people, mentions and check-ins.

**Post Reach** –Average of 5000 views a day during this time

The number of people our posts were served to.

**Reactions** – Average of 149 Likes

Likes and other ways people reacted to Page posts.

**Reactions, Comments, Shares** – Average of 169 reactions

### **NCCMA Championship, Toronto**

During the Aug 10<sup>th</sup> to Aug 17<sup>th</sup> Time period

**Total Reach** – Average post reach 3000 viewers

The number of people who were served any activity from the Page including posts, posts to the Page by other people, mentions and check-ins.

**Post Reach** –Average of 2000 views a day during this time

The number of people our posts were served to.



**Reactions** – Average of 162 Likes

Likes and other ways people react to Page posts.

**Reactions, Comments, Shares** – Average of 150 reactions

\*\*Most FB traffic originates from within Facebook

**Facebook:** USATFMastersTrack page

<https://www.facebook.com/usatfmasterstrack/>

**Fans (followers):** 1908

**Facebook Demographic:** (Fans) 63% men, 36% Women, most fans are between 35 and 64 yrs old and are primarily in US (1602) with Mexico and Canada showing 24 and 20 each. For this time period, New York (48) beat Houston (27), and Atlanta (17) came in third.

**Twitter and Instagram** continue to grow in audience and participation. These accounts can add and lose followers daily so these are snapshot numbers. Both have benefited from consistent posting (almost daily), interaction with other brands (following and reposting if appropriate) and reaching more of our audience by following their accounts.

**Totals Currently**

**Twitter:** @usamasterstrack

<https://twitter.com/USAMastersTrack>

**Followers:** 731

**Following:** 990

**Tweets:** 505

**Likes:** 2,584

**Totals Currently**

**Instagram:** @usatfmasterstrack

<https://www.instagram.com/usatfmasterstrack/>

**Followers:** 1600

**Following:** 1536

**Posts:** 534