

## ***To Louisville 2023 USA Masters Athletes:***

**\*\*\*ATHLETE'S OWN CALL TO MEDIA FOLLOWING YOUR EVENT(S)\*\*\***

After your event (s), 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 first name, use it...

"Hi \_\_\_\_\_ (first name), This is \_\_\_\_\_ in (or just following) Louisville, KY, at the USA Track & Field National Masters Indoor Championships, with over 1000 athletes 25- 100 years old. The meet is/was Fri-Sun., March 10-12

"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 USA Indoor Masters 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." (Go on): "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. If so, set it up then-there with your call. 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, ask you to send the info in an email (get address)– and then surprise you with a nice write-up. Do not be dismayed by short personalities – they are on deadline. Sports writers and editors are human.

If you need help with your presentation or contact, see us on the track or around the facility (we have book at home 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](mailto:weinerpublic@comcast.net)

**GIVE IT A SHOT! GOOD LUCK! WHEN THIS WORKS \*\*\*PLEASE EMAIL US A SCREENSHOT, COPY, OR LINK (best) OF YOUR CLIP! We'll send it around, put it on website, and keep for others to see as model!**

Regards, Bob Weiner 202-306-1200 [weinerpublic@comcast.net](mailto:weinerpublic@comcast.net), Masters Championships Media Director; and Sandy Lee Triolo, Communications Subcommittee Chair [mtfcommchair@gmail.com](mailto:mtfcommchair@gmail.com)