

MTF MEDIA SUBCOMMITTEE REPORT FOR YEAR 2016

Respectfully submitted,
Robert S. Weiner, Chair, 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)

Another wonderful year of coverage with major radio, TV, Internet, and Social Media took place through the Media Subcommittee's efforts. 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. The three major meets—Indoor and Outdoor national masters championships, and the USA team at the WMA World championship – all resulted in outstanding coverage through the subcommittee's efforts. In addition, the Media Subcommittee launched an effective major social media component, led by Sandy Lee Triolo, with visibility on Facebook, Twitter, and Instagram (her report at bottom). Finally, one of the world's best and top masters track photographers, Rob Jerome, contributed hundreds of pictures he took of USA world medal winners in action at the championships that for the first time we included links to in our press releases. Jeff Brower's masters website (usatfmasters.org), and well as Jay Wind's (www.weinerpublic.com/masters.html), were very useful depositories for all the masters press releases to refer media.

Other major contributors to the Media Subcommittee's efforts included Dr. Mary Trotto, MTF Awards Chair and Peter Taylor, MTF Announcer, both of whom helped draft and provided charts and information for releases; Phil Raschker, Nolan Shaheed, Dr. John Oleski, Dr. Ivan Black, Andrew Hecker, Liz Johnson, Jeff Lee, Camille Martin, Ken Stone, Dave Clingan, Sandy Lee Triolo, and others. MTF President Gary Snyder and at Large member Rex Harvey, a top WMA technical official, and Carroll Dewese, MTF Treasurer and also a top WMA technical official, gave inspiration and concrete advice all year. Sadly, one of the Media Committee's founders, Dr. Harry Brooks, passed away this year.

NOTE AT BOTTOM: Report included for Social Media, submitted by Sandylee Triolo, Media Subcommittee member appointed as MTF Social Media Coordinator

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

2016

- [November 9, 2016 -- "USA wins 70 golds at Perth World Masters track, 168 total medals, 2nd of 92 teams"](#) -- press release by *USATF Masters Media Committee*
 - [November 9, 2016 -- Reprinted](#) -- on *PR Newswire* (NOTE: printed on at least **202 websites, with 12 million potential viewers**, according to PR Newswire metrics)
- [November 6, 2016 -- Bill Collins feature by WMAC meet TV](#) | [Original](#) | [MP4](#)
- [November 5, 2016 -- "Unstoppable"](#) -- featuring American sprinter Bill Collins | [Original](#)
- [November 2, 2016 -- "Nothing stops rebel Bill"](#) -- in *The West Australian* | [Original](#)
- [October 30, 2016 -- "USA Perth World Masters track team 2nd in golds, overall medals among 92 nations at WMA Meet midpoint"](#) -- press release by *USATF Masters Media Committee*
 - [October 30, 2016 -- Reprinted](#) -- on *PR Newswire*
- [October 29, 2016 -- "Perth 2016 World Masters Athletics Championships Day 4"](#) -- on *Facebook* | [Original](#)
- [October 29, 2016 -- "Senior sprinters not slowing down"](#) -- on *KHOU-TV*, Houston TX -- features sprinters Robert Cozens and Bill Collins | [Original](#) | [MP4](#)
- [October 25 to November 6, 2016 -- Photos by Rob Jerome in Perth, Australia](#)
- [October 17, 2016 -- "244 Team USA athletes, age 35-90+, with 16 returning world champions and 20 national age group winners, headed to Perth to compete in World Masters Track October 26 to November 6; World meet has more than 4000 athletes from 90 countries"](#) -- press release by *USATF Masters Media Committee*
 - [October 12, 2016 -- Reprinted](#) -- on *PR Newswire*
 - [October 21, 2016 -- Perth World Masters Home Press Calls](#) -- prepared by *USATF Masters Media Committee*
- [August 29, 2016 -- WMA Perth USA Entries 2016 | 244 Athletes and 594 planned events, including city and age](#) -- compiled by USA Track & Field
- [August 12, 2016 -- "Reaching for new heights"](#) -- features masters high jumper Bruce McBarnette -- on *WJLA-TV 7, Washington DC* | [Video](#) -- on *YouTube* | [MP4 \(34 mB\)](#) | [Original](#)
- [August 7, 2016 -- "Senior athletes: Going the distance"](#) -- features masters athlete Dixon Hemphill -- on *CBS News* | [Video](#) -- on *YouTube* • | [MP4 \(115 mB\)](#) | [Original](#)
- [July 6, 2016 -- "Nation's best to compete at USA Masters Track Championships in Grand Rapids MI July 14-17, Grand Valley State University -- 1018 athletes in 2560 events includes 104 from Michigan in 187 events; many Grand Rapids area stars"](#) -- press release by *USATF Masters Media Committee*
 - [July 6, 2016 -- Grand Rapids 2016 Masters Entries, including Name, City, Age, Affiliation, Best Marks](#) -- prepared by *USATF Masters Media Committee*
 - [July 20, 2016 -- Compilation of media coverage](#) -- on *www.usatfmasters.org*
 - [July 17, 2016 -- Videos from USATF Masters Outdoor Track & Field Championships, Grand Rapids MI](#) -- on *USATF.org*
 - [July 17, 2016 -- "91-year old Dixon Hemphill wins three events, TNT beats SoCal Track Club for team title as Masters Outdoor Champs conclude"](#) -- on *USATF.org* | [Original](#)
 - [July 16, 2016 -- "Palacios, Montieth break American records on third day of USATF Masters Champs"](#) -- on *USATF.org* | [Original](#)
 - [July 15, 2016 -- "Woodard breaks 400m world record on second day of USATF Masters](#)

[Outdoor Champs](#)" -- on [USATF.org](#) | [Original](#)

- [July 14, 2016 -- "Long-standing American records fall on first day of USATF Masters Outdoor Championships"](#) -- on [USATF.org](#) | [Original](#)

- [July 15, 2016 -- "National Masters Track and Field Championships underway at Grand Valley"](#) -- on [MLIVE Michigan](#) | [DOC](#)

- [July 15, 2016 -- "USATF Outdoor Masters Championships being held at GVSU"](#) -- on [WOOD TV8 Grand Rapids / Holland / Kalamazoo, Michigan](#) | [MP4](#) | [Video](#) -- on [YouTube](#)

- [July 14, 2016 -- "Back in the game: Grand Valley record holder returns 13 years later for USATF Masters Championships"](#) -- on [MLIVE Michigan](#) | [MP4](#) | [Video](#) -- on [YouTube](#)

- [July 13, 2016 -- "GVSU record holder to compete in the Masters National Championships"](#) -- on [Fox 17 West Michigan](#)

- [July 14, 2016 -- "Track & Field Masters celebrates lifetime fitness at GVSU"](#) -- in [West Michigan Sports Commission](#) | [PDF](#) | [Original](#)

- [July 3, 2016 -- "Masters history made at Olympic Trials"](#) -- press release by Mark Cleary, Masters Invitation Director

- [July 1, 2016 -- "Olympic Trials masters 1500 races feature men and women record holders – Hayward Field, Eugene 5 PM, Sunday, July 3"](#) -- press release by [USATF Masters Media Committee](#)

- [July 1, 2016 -- Reprinted](#) -- on [PR Newswire](#)

- [July 1, 2016 -- Reprinted](#) -- on [www.usatfmasters.org](#)

- [March 6, 2016 -- "Forty-four World and American records broken in three days at USATF Masters Indoor Championships"](#) -- press release by [USATF Masters Media Committee](#)

- **Selected Local TV Coverage**

- [March 7, 2016, 4:55 AM -- KOB-ABQ \(NBC\) Eyewitness News Today](#)

- [March 6, 2016, 10:32 PM -- KRQE-ABQ \(CBS\) KRQE News 13 at 10](#)

- [March 6, 2016, 5:14 PM -- KOB-ABQ \(NBC\) Eyewitness News 4 @ 5](#)

- [March 6, 2016, 8:16 AM -- KOAT-ABQ \(ABC\) Action 7 News More in the Morning](#)

- [March 6, 2016, 7:15 AM -- KOAT-ABQ \(ABC\) Action 7 News More in the Morning](#)

- [March 6, 2016, 6:15 AM -- KOAT-ABQ \(ABC\) Action 7 News More in the Morning](#)

- [March 5, 2016, 10:18 PM -- KOAT-ABQ \(ABC\) Action 7 News Live at 10](#)

- [March 5, 2016, 1:33 AM -- KRQE-ABQ \(CBS\) KRQE News 13 at 10](#)

- [March 4, 2016, 10:34 PM -- KRQE-ABQ \(CBS\) KRQE News 13 at 10](#)

- [March 4, 2016, 10:30 PM -- KRQE-ABQ \(CBS\) KRQE News 13 at 10](#)

- [March 4, 2016, 7:57 AM -- KOAT-ABQ \(ABC\) Good Morning America](#)

- [March 4, 2016, 6:56 AM -- KOAT-ABQ \(ABC\) Action 7 News More in the Morning](#)

- [March 4, 2016, 6:15 AM -- KOAT-ABQ \(ABC\) Action 7 News More in the Morning](#)

- [March 4, 2016, 5:49 AM -- KOAT-ABQ \(ABC\) Action 7 News More in the Morning](#)

- [March 4, 2016, 5:15 AM -- KOAT-ABQ \(ABC\) Action 7 News More in the Morning](#)

- [March 4, 2016, 4:47 AM -- KOAT-ABQ \(ABC\) Action 7 News More in the Morning](#)

- [March 2, 2016, 7:40 AM -- KASA-ABQ \(FOX\) 2 KASA This Morning](#)

- [March 4, 2016, 6:00 PM -- Video](#) on KOAT-ABC TV, Albuquerque-Santa Fe NM -- Lead:

"Also going on tomorrow, the Convention Center is hosting the 2016 US Masters Track Championships. Hundreds of athletes will be competing, including some former Olympians. This is only the second time the meet has been held in Albuquerque."

- [March 4, 2016, 5:00 AM -- Video](#) on KOAT-ABC TV, Albuquerque-Santa Fe NM -- Lead:

"We are off to the races this weekend in Albuquerque. The convention center is hosting the 2016

US Masters Track Championships. Hundreds of athletes will be competing, including some former Olympians. Action 7 news reporter Mike Springer takes a look at how the event is a jolt for some local businesses."

- [March 4, 2016 -- "USA Masters Track and Field Masters day 1"](#) -- on *KRQE News 13 TV* | [MP4](#) | [Original](#) | [Transcript](#)
- [March 4-6, 2016 -- Selected photos by Rob Jerome](#) | [Content and usage instructions](#)
- [March 6, 2016 -- "Runner has emotional homecoming at USA Track & Field"](#) -- in *Albuquerque Journal* | [Original](#)
- [March 6, 2016 -- "80-year-old sets American record in event at ABQ Convention Center"](#) -- on *KOB-4 TV Albuquerque* | [Original](#) | [Video](#) | [MP4](#) (22 mB)
- [March 6, 2016 -- "Orville Rogers captures 15th career world age group title"](#) -- in *Sportsday Dallas News* | [Original](#)
- [March 6, 2016 -- "Even at age 70, Assink is still running"](#) -- in *Albuquerque Journal* | [Original in Press Reader](#) | [Original in Albuquerque Journal](#)
 - includes 16 additional photos:
 - [1: Ty Brown](#) • [2: Bill Collins](#) • [3: Bill Jankovich](#) • [4: Bill Collins](#) • [5: Steven Ross](#) • [6: Roger Assink](#) • [7: Assink and others](#) • [8: Assink](#) • [9](#) • [10](#)
 - [11: Ellen Hart](#) • [12](#) • [13: Stuart](#) • [14: Ellen Hart](#) • [15: Wolski](#) • [16: Wolski](#)
- [March 5, 2016 -- "Jazz trumpeter Shaheed runs double time at U.S. Masters meet"](#) -- in *Albuquerque Journal* | [Original](#)
- [March 5, 2016 -- "Burke sets world record at U.S. Masters T&F"](#) -- in *Albuquerque Journal* | [Original](#)
- [March 4, 2016 -- "Indoor Track: Senior standout Mike Young joined by son Alex at Wisconsin meet"](#) -- in *The Telegraph* (Alton IL) | [Original](#)
- [March 4, 2016 -- "Masters athletes in town for U.S. meet"](#) -- in *Albuquerque Journal* | [Original](#)
- [March 2, 2016 -- "USA Masters Track Championship at Albuquerque Convention Center Friday-Sunday, March 4-6: Five Olympians including '84 flagbearer, two entertainers, 30+ World Champions, many New Mexico star athletes; media and public are welcome"](#) -- updated press release by *USATF Masters Media Committee*
- [March 4, 2016 -- "USA Masters Track Champs Comes to Albuquerque Today"](#) -- in *Broadway World* | [Original](#)
- [March 2, 2016 -- "The USA Track & Field National Masters Indoor Championships Comes to Albuquerque, 3/4-6"](#) -- in *Broadway World* | [Original](#)
- [February 25, 2016 -- "The USA Track & Field National Masters Indoor Championships Comes to Albuquerque, 3/4-6"](#) -- in *Broadway World* | [Original](#)
- [February 24, 2016 -- "USA Masters Track Championship at Albuquerque Convention Center Friday-Sunday, March 4-6: Four Olympians including '84 flagbearer, two entertainers, 30+ World Champions, many New Mexico star athletes; media and public are welcome"](#) -- press release by *USATF Masters Media Committee*
 - [Reprinted](#) -- on *PR Newswire*
 - [Reprinted](#) -- on *USATF*
- [February 24, 2016 -- "800 headed to ABQ for indoor nationals, 44 from New Mexico"](#) -- coverage of Media Committee release on *Mastertrack.com*
- [January 15, 2016 -- "Weekend Warriors: How 55-year-old sprinter Daphne Sluys became a world champion"](#) -- in *ESPN W* | [Original](#)

Masters Track Social Media Project Submitted By Sandylee Triolo, Media Subcommittee Member, Social Media Coordinator for USATF Masters Track & Field

The following is a summary of the USATFMastersTrack Facebook, Instagram and Twitter accounts which were created in August of 2015.

Stats

Facebook: USATFMastersTrack page

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

Fans (followers): 1.177k

Posts: 350

Photos: 180

Total Reach from Aug 23rd - Sept 19th: 8,586

Post Engagement Nov 3- 5: 3,442

Demographic: 66% men, 33% Women - primarily in US, Canada and UK and New York, Houston and Atlanta with the most viewers.

Total Currently

Twitter: @usamasterstrack

<https://twitter.com/USAMastersTrack>

Followers: 424

Following: 559

Tweets: 225

Likes: 888

Photos and videos posted: 28

Totals Currently

Instagram: @usatfmasterstrack

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

Followers: 1021

Following: 892

Posts: 253

Growth:

Each of these accounts have different formats, media structures and modes of engagement. And, while each has grown quite a bit, Facebook and Instagram accounts have the most followers. To manage multiple Social Media streams requires time and attention. To date this has been done “organically” meaning I have spent time observing the environment of Masters Track on each platform and begun to build relationships with viewers. This is done by commenting or liking other pages with similar content, or photos, by posting interesting content, which gets viewers to return to our “feeds” on a regular basis.

The next step would be to “systematize” this process by using a management software tool. I personally paid for a base version of Hootsuite (\$14.99 a month) to see how this could help me manage the different

platforms. I am just beginning to use it, but hope to have it operating well by the end of the quarter. I would like to have this reimbursed if it is possible.

Additionally a reporting plug-ins would helpful to identify trends, opportunities and especially reporting. Examples of usefulness including a better understanding of the audience and the habits of followers such as the best time to reach them, the most successful information or photos, etc. Reporting Plug-can create better statistics then I have provided below.

Boosting Exposure:

If growing the audience of these accounts beyond the organic (not promoted) method, I suggest a budget be allocated for promotions, monthly or quarterly. With promotions, goals can be created and worked toward, such as increasing the number of people reached, sending people to specific websites, growing the total community or creating a contest. I personally paid to boost one post ""US Women Sprinters" for \$10, at the end the reach was 284 likes and total viewing was over 3 thousand.

Worlds

During the Oct 24th to Nov 4th Time period, I posted 71 posts on FB, 28 on Instagram and 23 on Twitter. I also posted 43 photos to the FB Album, WMA Perth 2016 – Outdoor Worlds, with more yet to add. Many of these photos were used on Instagram and Twitter.