



USATF Masters Athletes

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

Post event is the time to consider calling or emailing your local Newspaper or TV or News radio program, (you can contact podcasts or websites as well), if calling local press, get general number and ask for Sports, then for sports editor or reporter... or if you know or get their first name, use it... look at your local paper to see who covers sports interest stories...

"Hi _____ (first name), This is _____ I was just in in _____ at the USATF 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 USATF 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."

"Here are some more details if you need them (your time, distance, who also came 1st, 2nd, etc. (if not you)." (Then be businesslike, end the call, and say:)

"I really appreciate your doing this – see you at home soon."

(They may 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 more commentary on 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 possible responses – they are on deadline...)

Time is of the essence, do this soon!! Let us know if you need help.

GIVE IT A SHOT! GOOD LUCK!

Lisa Rosborough - USATF Masters Communications Committee

mtfcommchair@gmail.com