MTF-COMMUNICATIONS SUB-COMMITTEE
2018 COMMUNICATIONS ACCOMPLISHMENTS

MTF Communications Sub-Committee

Sandy Triolo - Sub-Committee – Chair


INTRODUCTION

The Communications Sub-Committee was formed in January of 2018, Sandy Triolo was elected as Chair. Previously the Media Sub-Committee, Chaired by Bob Weiner, was focused primarily on coverage of the USATF Masters Championships and building a national audience. Subsequently, Bob Weiner became the Director of Championship Media covering the bi-annual National Championships, as part of the new committee. Additional members of the Communications sub-committee are Joy Upshaw, Amanda Scotti, Jerry Bookin-Weiner, Jeff Brower and George Melichar. Advisory members are Cathy Utzschneider, Michael Arata, Clinton Aurelien, and Andrea Baynes.

RESPONSIBILITIES

The Communications sub-committee is concerned with all communications that might be necessary for MTF to achieve its objectives. Additionally, the committee looks to improve existing procedures as well as suggest new ways to improve communications.

The following areas fall under this committee:

1. Management of Website, new development, updates and oversight
2. Social Media across multiple platforms
   a. Facebook pages and Groups (USATFMasterstrack)
   b. Twitter account (USAMastertrack)
   c. Instagram account (USATFMasterstrack)
   d. YouTube account (USATFMasters)
3. Marketing MTF across and using multiple media including
   a. Integration between the website, social media and email messaging
   b. Facebook, Twitter and Instagram ad’s
   c. Press Release promotion across social media
4. Coordinating and working with Announcers for National Championships
5. Coordinating and working with Photographers for National & World Championships
   a. Contacting and coordinating photographers for major events
   b. Identifying and, collecting photos for the website and social media
   c. Making links to photographers work available to USATF Masters
   d. Future: Collecting Masters focused photography for an archive
6. Creating and distributing press releases for National and WMA Championships
7. Working with LOC's and local sponsors of National Championships as necessary
8. Working with Awards and other committees to promote MTF awards and events as requested
9. Recommending communications related enhancements for MTF such as:
   a. Google Docs, Forms and Spreadsheets
   b. Whatsapp mobile communications
   c. Mailing List creation (Specific Feeds syndication)
   d. Future: Creating/Managing a Newsletter (i.e. Constant Contact)
10. Championship Media coverage conducted by Bob Weiner

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2018 ACCOMPLISHMENTS

- **Created New website!** The USATFMasters.org site was completely rebuilt from scratch. All pertinent information was moved from the "old site" to the "new site". The old site remains online as an archive for the depth of information there, some of which has not been moved. The new site went live just before the WMA Championship in Malaga.
- **Promoted New Communications Methods:** Google Docs, Google forms, FB group, Whatsapp, building a new email list, specific feeds - newsfeed,
- **Expanded Announcing Options:** In Spokane, we hired an announcer local to the region, Paul Merca. He lives in Washington State and came highly recommended. Although he was not as familiar with Masters Athletes as say, Pete Taylor, he is now more familiar than he was before Spokane Outdoor Nationals.

**MTF Announcing Goals**
- Expose more professional announcers to the world of MTF
- Have multiple choices for announcing around the country
- Have options for 2nd announcers
- **Note:** Pete Taylor will return for our Indoor Championship in Winston Salem, and JDL will supply a 2nd announcer.

- **Helped Produce increased use of existing Data:** This year, considerable hours were spent building a large spreadsheet (ever growing) of Masters Athletes who had registered in the past few championships. The spreadsheet contains many data points such as hometown, events, awards, records WR and AR and HOF. This was created by Jay Wind and enables searching for individual athletes by state and/or by records as well as speeding up the production of lists for building press releases for instance. Many thanks to Jay Wind for his work on this!

- **Created RSS Feed/Website Syndication:** The new website has an option to get new posts by email or RSS Feed (really simple syndication). This is a simple service with a powerful effect. Those that sign-up get notified automatically that new information has been posted. 30 people have signed up with more joining each week. We will collect these emails for use in future marketing and newsletter production.

- **Encouraged, involved and provided support to Masters Athletes projects and ideas to improve MTF communications or personal projects related to promoting MTF.** Some of these are still in beginning stages, some are further along, but all speak to a growing community of involved athletes in our sport.

**PROCEDURES**

1. **Website updates and maintenance**
   - Jovette Jolicoeur is the new webmaster, with many thanks to Jeff Brower for his many years of keeping the website humming. Jeff is still involved behind the scenes of our website, in domain management, and managing subscriptions for services such as SEO plugings, etc.

2. **Monitor all news regarding USATF Masters Athletes**
   - Using Google Alerts we are tracking appropriate keywords to find online news regarding Masters Track and Field and Masters Athletes worldwide.
   - We stay abreast of the news and repost articles to the News pages on the website as has always been the case.

3. **Maintain and monitor all social media channels**
a. Generally, post to media channels from twice a week to daily depending on needs and events and available materials/information.

4. **Social Media Goals**
   a. All posts maintain a positive and encouraging tone, and are consistent in voice.
   b. All accounts use approved USATF branding such as logos correctly.
   c. Pay attention that photo selections convey our brand ethics and message of partisipation, personal accomplishments and inclusive environment.
   d. Post photos that reflect the excitement, comradery, and diversity of Masters Athletes.

5. **Timely sharing of all pertinent news and information with USATF Masters Athletes**
   a. **Post** News important to Masters Athletes regarding USATF Masters
   b. **Share** News and results from events, records, nominations, awards, etc.
   c. **Highlight and share** photography from M T&F Photogs supporting them.

6. **Create and share custom content on USATF Masters T & F platforms.**
   a. **Share** Special content for Masters Athletes such as Coaching Corner, events.
   b. **Showcase:** USATF Masters Athletes accomplishments, posts, etc.
   c. **Future:** Share links to USATF Masters who are certified coaches

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<thead>
<tr>
<th>SOCIAL MEDIA ACCOUNT DATA</th>
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<tr>
<td>PLATFORM</td>
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<td>YouTube</td>
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<td>Estimated Totals</td>
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FB POST RESULTS

Facebook - without any paid advertising expense we regularly reach as many as 2000 viewers on our posts. Of that amount, we average about 800 people a day seeing something from our page. Traffic to our FB page comes mainly from people on FB visiting our main page directly and from our website. Our fans are mainly on cell phones and online from 9am to 9pm.

Performance for Your Post

<table>
<thead>
<tr>
<th>People Reached</th>
<th>Reactions, Comments &amp; Shares</th>
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This is one of the top posts in this past quarter. It was seen widely and garnered a high % of interactions, including being shared 11 times! “Shares” expand the reach of any post as people share it with those who may not be following our page.

Ad Note – In 2018 only 74.99 was spent on paid advertising. Much room for increased use of Ad’s on FB, Instagram and Twitter.
A video is a great storytelling tool! When short videos are telling a powerful, easy to follow or particularly compelling story, they get a lot of views.

This coming year we will expand video creation and sharing for Masters events, interviews and promotional short clips.

Clinton Aurelien has already spearheaded shooting more video interviews and making them available on our new YouTube account.

**YouTube Account**

We have a new YouTube account at [https://www.youtube.com/channel/UCmWO0x40hTouKdL7RB-NFog?view_as=subscriber](https://www.youtube.com/channel/UCmWO0x40hTouKdL7RB-NFog?view_as=subscriber)

With 26 subscribers, this account has just started. We have been collecting links to all the USATF Masters youtube content we find, and as we had the original content from Malaga that Clinton Aurelien has shot this account will grow.
Private Facebook Group

The private Facebook Group has grown quickly and provides an extremely helpful way to reach a large number of Masters Athletes quickly. While not everyone is on FB, not everyone is in this group, and not everyone uses email... the goals are to provide information where it is needed when it is needed. This requires using multiple communications methods. The more we can reach these multiple locations with the same information the more widely it will be viewed.

Twitter

The Twitter feed continues to grow, slowly, as we find more Masters accounts to follow and engage with other track and field accounts. There is a huge difference between a month with an event such as the WMA Championships in Sept and a non-championship month such as Oct. with tweet impressions ranging from a low 20 thousand to over 70 thousand in one month!
August 2, 2018 -- "Seattle to Host 71 of World & Country's Top "Throwers" Age 30-90 at USA National Masters Throws Championships Sat-Sun. Aug 4-5, 8am-6pm, Many Seattle Area Athletes" -- by Robert Weiner Associates and USATF Masters Communications Subcommittee -- on PR Newswire

August 2, 2018 -- 71 athletes in 84 events at Seattle WA 2018 Masters Throws Championships -- compiled by USATF Masters Communications Subcommittee -- opens as a GoogleDocs workbook

August 2, 2018 -- Metro Monitor TV Tracker Report from Spokane -- coverage generated by USA Track & Field Masters Communications Subcommittee
- July 30, 2018 -- 11:00 PM -- 2018 USATF Masters Outdoor Track & Field Championships TV coverage
- July 29, 2018 -- 5:00 PM -- 2018 USATF Masters Outdoor Track & Field Championships TV coverage
- July 28, 2018 -- 6:00 PM -- 2018 USATF Masters Outdoor Track & Field Championships TV coverage
- July 27, 2018 -- 11:00 PM -- 2018 USATF Masters Outdoor Track & Field Championships TV coverage
- July 27, 2018 -- "USATF Masters Outdoor Championships conclude with 5 world, 15 American age group records" -- compiled by USA Track & Field Masters Communications Subcommittee
- July 27, 2018 -- "USATF Outdoor Masters National Championships 2018 Spokane" -- photo album by David Albo
- July 27, 2018 -- "Area roundup: Tacoma’s Kate Landau sets U.S. record at masters national meet" -- in The Spokesman-Review, Spokane WA
- July 27, 2018 -- "At 100, Orville Rogers misses world record chance in Spokane but hopes for strong weekend on track" -- in The Spokesman-Review, Spokane WA
- July 26, 2018 -- "USATF Masters Championships Day One" (photo album) -- in The Spokesman-Review, Spokane WA
- July 26, 2018 -- "World-record holder Sabra Harvey kicks off rust in Cheney at USATF Masters Championships" -- in The Spokesman-Review, Spokane WA
- July 26, 2018 -- "Nation’s top senior athletes in Cheney this week for USATF Masters Championships" -- in The Spokesman-Review, Spokane WA
- July 26, 2018 -- "2018 USATF Masters Outdoor Championships bring 900 athletes to Spokane, Washington" -- on USATF.org
- July 17, 2018 -- "USA Masters Track Championships in Spokane July 26-29 to include world's top masters track athletes, a 100-year-old, over 900 US athletes" -- on PR Newswire|DOC|Original

- March 17, 2018 -- "The newest -- and oldest -- rivalry on the track" -- "The USA Track and Field masters division gives athletes a chance to continue their running career after age 30. The sports newest ... and oldest rivalry is between 93-year-old Dixon Hemphill and 100-year-old Orville Rogers." -- on ESPN-TV|on YouTube
- March 17, 2018 -- "Hurricane Hawkins has no plans of slowing down" -- "At age 102, Julia Hawkins has a lot of passions in life, but none more thrilling than running. She broke a world record for the 100-meter dash by female competitors 100 years and older and she shows no signs of stopping." -- on ESPN-TV|on YouTube
- March 19, 2018 -- "Centenarians break world records at track meet" -- from ABC News America Strong|on YouTube
- March 16-18, 2018 -- Photos by Marleen Van den Nest
- March 17, 2018 -- "Watch 102- and 100-year-old runners set new records" -- in USA Today|Reprinted in USA Today
- March 17, 2018 -- "Forget Usain Bolt. These Centenarian Track Stars Are the World’s Most Amazing Athletes" -- on Slate.com
- March 19, 2018 -- "Oklahoma alum breaks world record in 60-meter dash at 100 years old" -- in OU Daily, Norman OK
- March 18, 2018 -- "15 World Records Set at USATF Masters Championships" -- on www.mastersrankings.com
- March 18, 2018 -- "Watch this 100-year-old break a record in the 60-metre sprint"--in Shropshire (UK) Star
- March 18, 2018 -- "Video: 100-year-old runner sets 5 new US and world track records"--on WTOP ABC Radio, Washington DC
- March 19, 2018 -- "This clip of centenarians throwing down never gets old"--in Canadian Running, Toronto ON
- March 20, 2018 -- "100-year-old runner breaks new world records"--on Fox News
- March 20, 2018 -- "Orville Rogers: 100-Year-Old Man Sets World Record In Indoor Track"--on Breitbart
- March 17, 2018 -- "Watch: Orville Rogers is 100 years old, and Julia Hawkins is 102 years old, and they both just set world records in track!"--on Circa
- March 19, 2018 -- "Track stars: Centenarian athletes Orville Rogers and Julia "Hurricane" Hawkins are setting the track field on fire with their world record dashes across the finish line"--from ABC World News Tonight--photo on BlurbStory
- March 19, 2018 -- "100-year-old runner sets 5 new US and world track records"--from ABC World News Tonight--continuation on BlurbStory
- March 19, 2018 -- "Centenarians light up USA Track and Field Masters Indoor Championships"--on FanSided
- March 19, 2018 -- "Sprinters age 100, 102 break records at USATF Masters Indoors (video)"--on NBC News
- March 19, 2018 -- "Potomac Valley [Track Club] wins USATF Indoor Masters championships"--in Run Washington as lead story
- March 19, 2018 -- "100-year-old and 102-year-old runners break world records"--on CBS News
- March 19, 2018 -- "'GO ORVILLE GO' 100-Year-Old Track Star Orville Rogers Wins Gold, Breaks 5 New American & World Track Records"--on CBS TV 8, Dallas TX | Original
- March 18, 2018 -- "100-year-old runner sets 5 new US and world track records"--on ABC News
- March 18, 2018 -- "Watch 102- and 100-year-old runners set world records, you lazy slugs"--features Julia Hawkins and Orville Rogers --in The Washington Post | Original
- March 16, 2018 -- Julia Hawkins world record shot put--Photo by Murray Hawkins
- March 6, 2018 -- "National USATF Masters Indoor Track Championship in Landover, Maryland, March 16-18 Features Olympians, World Record Holders, Local & National Stars from 30 to 102 yrs. Old (Oldest ever), Record 1219 Entrants"--compiled by USA Track & Field Masters Communications Subcommittee | DOC
- **Reprinted on PR Newswire**
CONCLUSION

This year we have taken a number of steps to expand the ways we tell our story. We have continued to reach out to traditional media such as local TV and press through Bob Weiner’s promotion of the national events. We have grown our social media accounts total numbers. We have used new custom graphics for promotions. We have greater engagement with Masters Athletes on electronic media such as email, social platforms and the new website. We will work to continue to deepen our connection with active athletes and broaden general awareness of Masters T & F in younger demographics. The website redesign, the Facebook group and the ever growing Instagram account have all contributed to our “hip factor” and online sophistication. As we continue to transform and enhance our communications methods with new ads and video, master’s interviews and other original content, we will continue to see growth in Masters Track & Field awareness and that should increase participation.

REFERENCES

1. https://usatfmasters.org
2. https://twitter.com/USAMastersTrack
4. https://www.facebook.com/groups/usatfmasters/