MTF-Communications Sub-Committee

2019 Communications Accomplishments

Sandy Triolo
Communications - Sub-Committee - Chair
INTRODUCTION

The Communications Sub-Committee is focused on the following:

- Local and National Coverage of our Indoor and Outdoor Championships
- Building a national audience for our sport
- Bringing more adults into the Masters Running community at all levels from the local to the international levels.
- Additionally, the committee looks to improve existing procedures as well as suggest new ways to improve communications.

Members of the Communications sub-committee are Bob Wiener, Joy Upshaw, Amanda Scotti, Jerry Bookin-Weiner, Jeff Brower and George Melichar. Advisory members are Cathy Utzschneider, Michael Arata, Clinton Aurelien, and Andrea Baynes.

Communications Platforms

FB, Twitter, Instagram, website

WHATSAPP – The primary purpose is for the Team Managers to communicate to athletes during the championship. for communications about and during the 2020 WMA Outdoor Championships. It is not for athlete to athlete chats, photo sharing or late nightWhatsapps use should be for emergencies.

There is a second Whatsapps called MTFChat-non-official – it is for athlete conversations

2019 Accomplishments

- **Support Multiple Communications platforms:** Communications continues to support the use of Google Docs, Google forms, the FB group, Whatsapp, website feed (specific feeds) where it is appropriate and useful.

- **National Championship Announcing:** at the Indoor Championship In North Carolina, at JDL we had both Peter Taylor and Brooks as co-announcers. At the Outdoor Championship we hired Blake Bolton, who lives in Iowa and runs the Drake Relays. Blake did a great job and with a lot of help from Jay Wind we were able to provide extensive information on Masters Athletes using our new Athlete database.

- **Athlete Database:** Jay Wind has built on last year’s large spreadsheet (ever growing) of Masters Athletes who had registered in the past few championships, to enable looking up athletes on the fly for the announcer. This worked well in Ames, but further refinement is needed as well as the event schedule in a machine-readable format. The spreadsheet contains many data points such as hometown, events, awards, records WR and AR and HOF. This has enabled searching for individual athletes by state and/or by records
as well as speeding up the production of lists for building press releases.

**Tasks**

1. **Website updates and maintenance**

2. **Monitor all news regarding USATF Masters Athletes**
   a. Using Google Alerts we are tracking appropriate keywords to find online news regarding Masters Track and Field and Masters Athletes worldwide.
   b. 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 participation, 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. News important to Masters Athletes regarding USATF Masters
   b. News and results from events, records, nominations, awards, etc.
   c. Share - reshare photography from M T&F Photogs supporting them.

6. **Create and share custom content on USATF Masters T & F platforms.**
   a. Special content for Masters Athletes such as Coaching Corner, events.
   b. Showcase USATF Masters Athletes accomplishments, posts, etc.
## SOCIAL MEDIA ACCOUNT DATA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Average Monthly Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>3604</td>
<td>7 thousand avg reach</td>
</tr>
<tr>
<td>Facebook Group</td>
<td>1921 Members</td>
<td>1000 engagements a month</td>
</tr>
<tr>
<td>Twitter</td>
<td>1500</td>
<td>Variable (79k in Sept!)</td>
</tr>
<tr>
<td>Instagram</td>
<td>5200</td>
<td>7 thousand impressions avg</td>
</tr>
<tr>
<td>Estimated Totals</td>
<td>10500 Followers (not-unique)</td>
<td>As many as 100k a month - and about 6-10k avg. reach weekly</td>
</tr>
</tbody>
</table>
FB POST RESULTS

Facebook - without any paid advertising expense we regularly reach as many as 7000 viewers on our posts. Of that amount, we average about 1000 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

- 0 People Reached
- 170 Reactions, Comments & Shares
  - 188 Like
  - 30 On Post
  - 75 On Shares
  - 38 Love
  - 8 On Shares
  - 2 Haha
  - 2 On Shares
  - 4 Wow
  - 2 On Shares
  - 3 Comments
  - 0 On Shares
  - 22 Shares
  - 22 On Post
  - 0 On Shares
- 0 Post Clicks
- 0 Photo Views
- 0 Link Clicks
- 0 Other Clicks

NEGATIVE FEEDBACK

- 0 Hide Post
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.
I'm an 80-year-old track runner—this is how I train
Kathy Bergen tells us her workout secrets.

Get More Likes, Comments and Shares
Boost this post for $61 to reach up to 10,000 people.

Boost Post

Performance for Your Post

0 People Reached

232 Reactions, Comments & Shares

300 Like
142 On Post
158 On Shares

57 Love
34 On Post
23 On Shares

9 Haha
1 On Post
0 On Shares

9 Wow
1 On Post
8 On Shares

10 Comments
10 On Post
0 On Shares

44 Shares
44 On Post
0 On Shares

0 Post Clicks

0 Photo Views
0 Link Clicks
0 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts

Congratulations, David, Charlie, Tom and George!!
At the Potomac Valley Games, last Sunday at T.C. Williams High School in Alexandria, a new pending, 4x400M relay was set for M65 (non-club), running 4:00.4 !!
From left to right: #269 David Orriman, 66, of Seattle, Washington;... See More

Get More Likes, Comments and Shares
Boost this post for $61 to reach up to 10,000 people.

Boost Post

Performance for Your Post

0 People Reached

269 Reactions, Comments & Shares

215 Like
178 On Post
37 On Shares

27 Love
24 On Post
3 On Shares

26 Wow
21 On Post
5 On Shares

35 Comments
35 On Post
0 On Shares

11 Shares
11 On Post
0 On Shares

0 Post Clicks

0 Photo Views
0 Link Clicks
0 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts
Diane Hoffman, 91, breaks World Record at the USATF-New England Open/Masters Outdoor Championships in Worcester, MA. Saturday July 27. Diane set AR's in 100m(24.19), 200m(58.33) and a WR 400m(2:44.25) ... The 400m is a (pending) world record for her age group. Watch the video in this article for her wonderful attitude and spirit! Congratulations Diane! #AgeIsJustANumber
## Video Views

<table>
<thead>
<tr>
<th>Video</th>
<th>Published</th>
<th>Minutes</th>
<th>3s Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="1:51" /> When it comes to world records being broken, these 4 women know what it...</td>
<td>07/18/19 8:37 PM</td>
<td>35</td>
<td>101</td>
</tr>
<tr>
<td><img src="image" alt="1:00" /> Getulio Echoandia Jr. gave us a few words after his record breaking time in the M55...</td>
<td>07/19/19 7:38 PM</td>
<td>18</td>
<td>53</td>
</tr>
<tr>
<td><img src="image" alt="2:51" /> M55 4x200 WR Relay</td>
<td>04/01/19 1:56 PM</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td><img src="image" alt="1:14" /> This Teacher Knows Best How To Win</td>
<td>06/07/19 1:31 PM</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td><img src="image" alt="0:46" /> Track For Life with Robert Koontz</td>
<td>06/06/19 10:58 AM</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><img src="image" alt="0:31" /> 2019 USATF East Region Masters Indoor Track and Field Championships</td>
<td>12/05/18 1:30 PM</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>
2019 Selected MTF Coverage Links

Submitted by Robert Weiner, Masters Championships Media Director for Communications Subcommittee

- **September 26, 2019** -- Masters Michelle Dapper Sacramento Athlete of Week-- Video, Sacramento-Stockton-Modesto CA

- **August 24, 2019** -- "You go, Grandpa! Masters track meets feature competition and camaraderie"-- in The Seattle Times-- coverage generated by USATF Northwest Region Masters Track & Field |Original

- **August 12, 2019** -- "Culpeper man proving that age really is just a number"-- in Fredericksburg.com, Powered by The Free Lance-Star-- about Tony Markley |DOC|Original (conveys ads)

- **August 4, 2019** -- "Three generations of a family participated in the State Games of America"-- on WSET ABC 13 News, Lynchburg VA

- **July 18-21** -- North, Central America, and Caribbean Region of World Masters Athletics Championships, Toronto, Canada -- 1104 athletes for 33 countries in 2869 events; 532 Americans in 1509 events

- **July 5, 2019** -- "Nearly 900 at USATF Masters Track & Field Championships in Ames, Iowa, to Include World and Country's Best Athletes at Iowa State University July 11-14"-- Press release by USATF Masters Communications Committee and Robert Weiner Associates|DOC
  - **July 5, 2019** -- Reprinted on PR Newswire
  - **July 12, 2019** -- Video71219-5AM1 -- Coverage of USATF Masters Outdoor Track & Field Championships, July 11-14, 2019, at Ames, Iowa|Original
  - **July 12, 2019** -- Video71219-5AM2 -- Coverage of USATF Masters Outdoor Track & Field Championships, July 11-14, 2019, at Ames, Iowa|Original
  - **July 11, 2019** -- Video71119-10PM -- Coverage of USATF Masters Outdoor Track & Field Championships, July 11-14, 2019, at Ames, Iowa|Original
  - **July 11, 2019** -- Video71119-9PM -- Coverage of USATF Masters Outdoor Track & Field Championships, July 11-14, 2019, at Ames, Iowa|Original
  - **July 16, 2019** -- Metro Monitor News Tracker Report-- by Metro Monitor
  - **July 15, 2019** -- "Ballou and teammates shatter the 4X800 relay world record"-- in The Conway Daily Sun, North Conway NH |Original
  - **July 11, 2019** -- "Absolute Legend: 96-year-old Roy Englert clocked a new 5000m Masters world record (pending) in the 95-99 age group: 42:30.23!"-- in Sports Illustrated|Original
  - **July 11, 2019** -- "Masters Track and Field Championships kick off in Ames"(PDF) -- in Ames Tribune, Ames IA |JPEG|Original|Original
  - **July 11, 2019** -- "96-Year-Old Englert Runs For Record"-- on Video 13, Des Moines IA |JPEG|Original with video
  - **July 11, 2019** -- "Northern Va.'s Roy Englert, 96, breaks world 5k record"-- photo and text by Jay Jacob Wind -- in RunWashington magazine |Original|Original photo by Jay Jacob Wind (Englert at finish line -- enlarge for detail) |Original photo by Jay Jacob Wind (Englert after finish)
  - **July 13, 2019** -- "Conway steps down as Eagles golf coach"-- in Chronicle-Tribune, Marion IN
  - **July 11-14, 2019** -- USATF Masters Outdoor Championships live webcast info-- on USATF.TV
  - **July 14, 2019** -- "Record breaking USATF Masters Outdoor Championships wrap up in Iowa"-- on www.USATF.org
• July 13, 2019 -- "One world, four American records highlight day three of USATF Masters Outdoor Championships" -- on www.USATF.org
• July 12, 2019 -- "85-year-old Meiler highlights day two at USATF Masters Outdoor Championships" -- on www.USATF.org
• July 11, 2019 -- "World, American records highlight day one at USATF Masters Championships" -- on www.USATF.org
• Complete meet information
• July 13, 2019 -- "Conway steps down as Eagles golf coach" -- in Chronicle-Tribune, Marion IN -- says "That's still a passion of mine," said Conway, who is competing in the pole vault this weekend at a masters track and field meet in Ames, Iowa."
• Frequently-Asked Questions and Table of Contents
  • Bus schedule
  • Athletes by age / state / name, oldest to youngest
  • Athletes by age / state / name, youngest to oldest
  • Events and athletes
  • Athletes from Iowa
  • Athletes from Iowa and cities near Ames IA
  • Olympians
  • USATF Masters Hall of Fame
  • USA indoor record holders
  • USA outdoor record holders
  • 2018 USA outdoor champions
  • 2019 world indoor participants in Torun POL
  • 2019 world indoor medalists in Torun POL
  • World indoor / outdoor record holders
  • World indoor / outdoor records set in 2018/2019
  • Affiliations, total
  • Affiliations with Other Countries
  • Affiliations, USA only
  • Cities near Ames / Des Moines IA
  • WMA Athletes of the Year

• June 27, 2019 -- "Noel Ruebel won’t let age slow him down" -- HD video -- on Fox 8 TV, High Point NC | LD video | Original
• March 22, 2019 -- "Over 200 Top USATF Masters Athletes Headed To Torun, Poland, For World Masters Athletics (WMA) Indoor Championships March 24-30" -- compiled by USATF Masters Communications Subcommittee -- on PR Newswire
  • March 22, 2019 -- Visibility Report -- 129 media web sites with a total potential audience of 87,792,002 -- on PR Newswire | DOC
• March 15, 2019 -- "Testosterone and the Transgender Athlete" -- in The Wall Street Journal | Original (requires subscription)
• March 15, 2019 -- 291 athletes in 552 events at 2019 World Masters Indoor Track & Field Championships, March 22-24, Torun, Poland -- compiled by USATF Masters Communications Subcommittee -- opens as a GoogleDocs workbook with pages by name + event and by name + previous awards
• March 6, 2019 -- "Masters Track & Field: Young grabs national gold as part of relay team" -- in The Telegraph, Alton IL -- Coverage of USATF Masters Indoor Championships -- Good model of home press using our release info as base
• March 1, 2019, 10:00 PM -- Coverage of USATF Masters Indoor Championships -- Winston-Salem NC, Video #3
March 1, 2019, 10:00 PM -- Coverage of USATF Masters Indoor Championships -- Winston-Salem NC, Video #2

March 1, 2019, 10:00 PM -- Coverage of USATF Masters Indoor Championships -- Winston-Salem NC, Video #1

March 3, 2019 -- Metro Monitor TV Tracker Report -- coverage generated by USA Track & Field Masters Communications Subcommittee |DOC

March 3, 2019 -- "USATF Masters Championships conclude with 23 world and 21 American records" -- by USATF Masters Communications Subcommittee |DOC

March 1, 2019 -- "The return of the USATF Masters Indoor Championships puts local figures back into competition" -- in Winston-Salem Journal -- coverage generated by USATF Masters Communications Subcommittee |DOC|Original

February 22, 2019 -- "USATF Masters Indoor Track Champs in Winston-Salem, NC March 1-3; 1000 athletes aged 30-95, JDL Fast Track" -- compiled by USATF Masters Communications Subcommittee -- on PR Newswire
  • February 27, 2019 -- Visibility Report -- 160 exact matches with a total potential audience of 9,231,420. -- on PR Newswire
  • February 18, 2019 -- "2019 USA Track & Field Masters Indoor Championships March 1-3, 2019 at JDL Fast Track, Winston-Salem, North Carolina|DOC
  • February 20, 2019 -- 1026 athletes in 2560 events at 2019 USATF Masters Indoor Track & Field Championships -- compiled by USATF Masters Communications Subcommittee -- opens as a GoogleDocs workbook with pages by name + affiliation + event + previous awards; by team + name; by name + event; by country; also North Carolina athletes and Winston-Salem area athletes

February 15, 2019 -- "David Pain Dies at 96; Masters Track Founder Inspired 1st Triathlon" in Times of San Diego|DOC|Original