

# SACRAMENTO WORLD MASTERS MEDIA COVERAGE

JULY 6-17, 2011



• [July 10, 2011 -- Video: "World Masters Athletic Championship"](#) -- on *CBS Sacramento KOVR TV 13* | [Original](#) : KOVR CBS-13 News Coverage with Interviews of USA Team Party (organized by Gary Snyder) at World Masters championships Link to High Resolution Video:<http://www.youtube.com/watch?v=Jg2Pn6Tk554>  
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## More from Metro Monitor News Tracker Report

**[\*\*10:52:22 PM\*\*]** [Preview Clip](#) IS THE 19TH **WORLD MASTERS** ATHLETICS OUTDOOR CHAMPIONSHIPS IGNORE HIM 4800 ATHLETES AGE FROM 35 TO 101 REPRESENTING 93 COUNTRIES HERE IN SACRAMENTO INCLUDING TRAVELLING FROM VANCOUVER CANADA. DEAR GREAVED IT WAS A REASON FOR ME TO COME HERE TO COMPETE.



**Video --** [From The Field: Athletes Compete At Hornet Stadium](#)

**Hornet Stadium Hosts World Masters Track and Field Event. Nearly 5,000 Athletes Competing.**

**SACRAMENTO, Calif.** -- Nearly 5,000 athletes from 93 countries will be competing at Hornet Stadium starting at 7 a.m. on Wednesday.

It's the first time in 16 years that the track and field Masters will be held in the U.S.

The world masters meet is for track and field athletes over the age of 35.

Many athletes are in their 80s, 90s and one person is even 101.

77-year-old Flo Meiler said she didn't start competing until she was in her late 60s. She told KCRA 3 she is in the best shape of her life and doesn't have to take eight bottles of pills like her sister.

She and others hope to inspire people from all walks of life that it's never too late to get fit and active.

Also competing this week is renowned distance runner Zola Bud, and Roseville native, Kevin Morning.

The competition runs through July 17 and is free to spectators.

Organizers said it's expected to generate \$23 million for the Sacramento region.

There are nearly 1,000 events, and 700 volunteers.

Other track and field venues for the world masters in Sacramento include Sacramento City College, American River College, and Granite Park.

Link to Original:

<http://www.kcra.com/news/28460420/detail.html#ixzz1RuqKM2w9>



<http://www.news10.net/news/article/144466/3/PHOTOS-Athletes-in-Sacramento-for-World-Masters-Track--Field>

SACRAMENTO, CA - The opening ceremonies for the [World Masters Track and Field Championships](#) was a parade of flags and costumes full of athletes beaming with pride at Hornets Stadium Tuesday evening.

The championships will feature the top athletes in the world ages 35 and over from 93 countries. Of the 4,800 expected athletes, more than 1,900 from the United States will compete.

Canada with the second largest team with 215.

Some of the top athletes who will compete in the games include South African Zola Budd Pieterse, and Americans Willie Banks, the former world record holder in the triple jump, and sprinter and former NFL star Willie Gault, who won a Super Bowl with the Chicago Bears, and currently holds the world record for the 100m for the men's 50-54 age bracket.

Some of the top local athletes competing, according to the Sacramento Sports Commission include:

- Liz Palmer (Folsom), favorites in the W50 sprints and hurdles.
- Kevin Morning (Roseville), M45 200 meters- former world record holder and gold medal winner 1997 and 2001 WMA Championships.
- John Mansoor (El Dorado Hills), M55 distance events - race director of the California International Marathon.
- Rod Jett (Sacramento), Hurdler - track coach at Jesuit High.

The competition begins on Wednesday, July 6 and runs until Sunday, July 17.

Written by Ryan Yamamoto





# Sacramento Press

**World Masters Track and Field 2011 400 meter and Hurdles finals**

by **Darren Hall**,

Editor's Note: More than 4,800 athletes from 93 countries, ranging in age from 35 to 101, are competing in the 19th World Masters Athletics Outdoor Championships at Sacramento State's A.G. Spanos Sports Complex through July 17. This marks the first time in 16 years that the biennial event has been held in the United States.



[Click here for a complete list of each day's results from the WMA Championships in Sacramento.](#)



Peter Crombie (Australia) M65 Winner 400m 59.38 (Image by: Darren Hall Photography.net)



Mark Davis (USA) M55 wins his 400m in 55.85 secs, 4/100ths ahead of Reinhard Michelchen (Germany)  
(Image by: Darren Hall Photography.net)



Eric Prince (USA) M40 denies Darren Scott (GBR) in the 400 meters with a time of 49.61 secs (Image by: Darren Hall Photography.net)





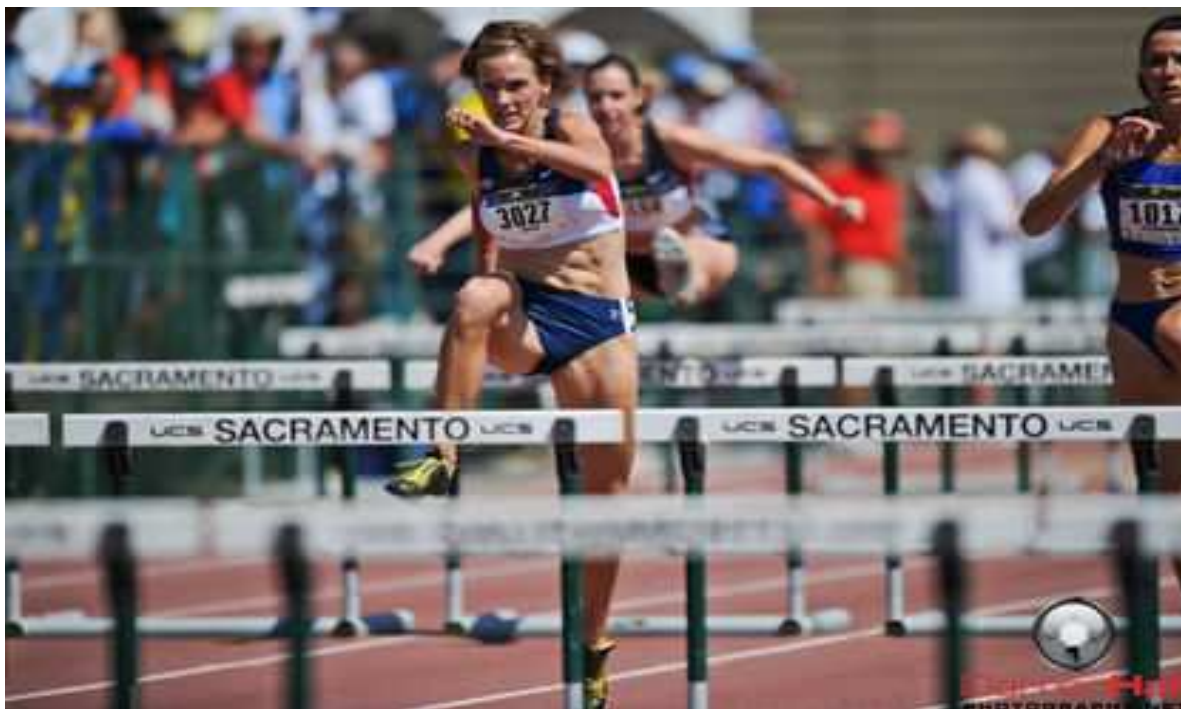
Emanuela Baggiloni (Italy) W35 comes through strong and wins the 400 meters in 56.48 secs (Image by: Darren Hall Photography.net)



Michael Godbout (USA) M40 wins the Sprint Hurdles in 14.37 secs. (Image by: Darren Hall Photography.net)



Dexter McCloud M50(USA) wins his 100meter hurdles final in 14.64 secs (Image by: Darren Hall Photography.net)



Rachel Guest W35 (USA) added to her medal haul by placing 2nd in the sprint hurdles in 15.71 (Image by: Darren Hall Photography.net)



Link to Original:

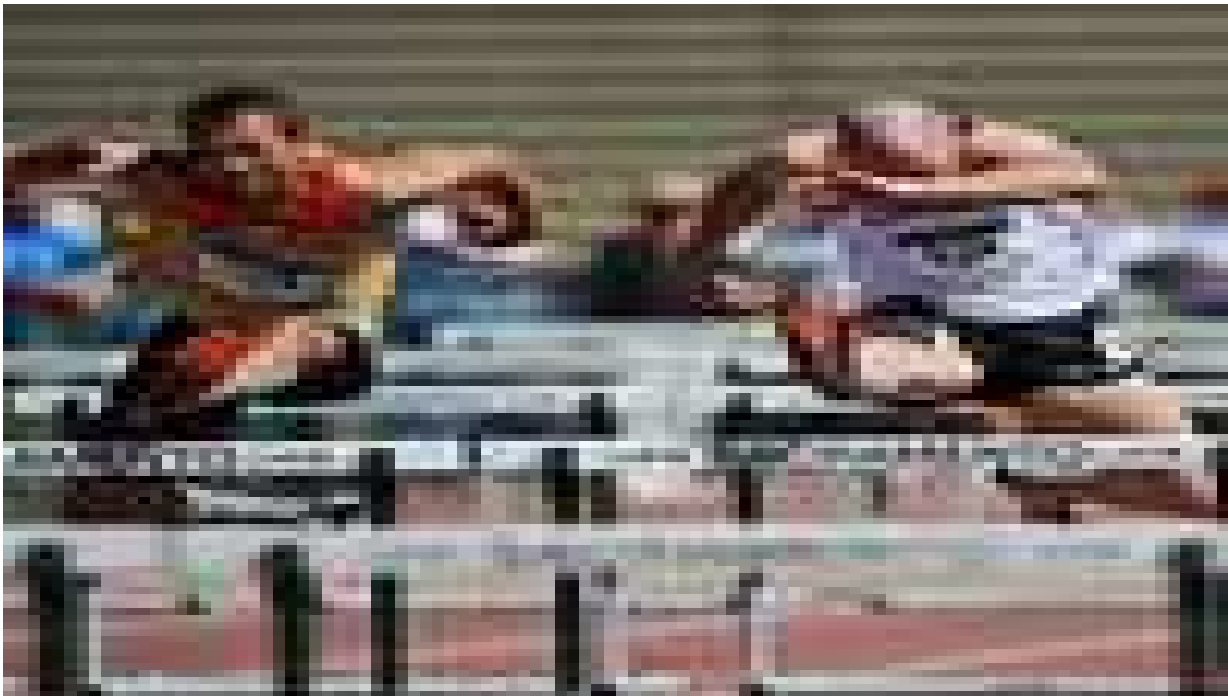
[http://www.sacramento.press.com/headline/53379/World Masters Track and Field 2011 400 meter and Hurdles finals](http://www.sacramento.press.com/headline/53379/World_Masters_Track_and_Field_2011_400_meter_and_Hurdles_finals)

WORLD MASTERS PHOTOGRAPHS BY DARREN HALL

[Darren Hall Photography](#) > Sports

FOR MORE WMA PHOTOS CLICK ON EACH LINK BELOW

## Sports Galleries



[WMA's 400meters and Hurdles](#)

Updated: Jul 16, 2011 1:43pm PST



[Friday WMA's](#)

Updated: Jul 16, 2011 4:48am PST



[World Masters 200 meter Finals](#)

Updated: Jul 13, 2011 1:34pm PST



[Womens's W35 Long Jump Final WMA's 2011](#)

Updated: Jul 12, 2011 4:07pm PST





## Phil Raschker is the master of all masters

By John Schumacher



Phil Raschker looks completely at ease as she chats with her colleagues, poses for photos and savors yet another world title, this one in the heptathlon.

The petite, powerful redhead never planned on developing into a Masters track superstar, serving as an ambassador for the niche sport or providing inspiration for those following in her still fast-moving footsteps.

At 64, though, the two-time Sullivan Award finalist from Marietta, Ga., is all of those things, not to mention a devoted daughter who visits her mother in Hamburg, Germany, several times a year and a business owner winding down her work as an accountant.

Track? Raschker got her first taste when she was 13, then focused on other pursuits before returning in time to build a storied 31-year Masters career that includes 100 world championship medals, 73 of them gold, and more than 200 world and national age-group records.

Raschker, whose given name is Eileen Phillipa, came to the United States from Germany in her early 20s to work as a governess. She planned to stay for two years and return home, but instead got married -- she divorced 10 years later -- and became a U.S. citizen.

A gymnast and swimmer as a young girl, she joined a track club in Germany when she was 13. She dabbled in a variety of running clubs in the U.S. before spotting a story on Masters track in a North Carolina newspaper in 1979.

"I thought, 'I think I can do that,'" Raschker said while sitting in the shade under an infield canopy at Sacramento State's Hornet Stadium during the World Masters Athletics Championships that ended Sunday.

“ Track and field has become my family. I have such wonderful friends all over the world. I'm mostly alone at home. ” -- *Phil Raschker*

She did it well enough to earn a spot as one of five finalists for the Sullivan Award in 2003, joining eventual winner Michael Phelps, LeBron James, Apolo Anton Ohno and Diana Taurasi. Raschker was a finalist again in 2007 after winning 10 gold medals at the World Masters Championships, then losing to Tim Tebow.

"I'm still awe-stricken by not only once but that I got in there twice as a Masters athlete," said Raschker, who speaks with a hint of a German accent and remains fluent in her native language. "In a way, I couldn't believe I was a part of it."

Such recognition, though, hasn't changed her personable, easygoing style.

"She's an inspiration," said Mary Trotto, a 64-year-old Masters athlete from Kihei, Hawaii. "When I compete with her, I'm actually faster."

"She coaches you a little bit. She's not like one of these standoff people, 'Yeah, I'm so great.' She helps you. She's very supportive to the athletes, new and old."

Long Island's Kathy Martin, a 59-year-old Masters standout, called Raschker a goodwill ambassador who knows how to get the most out of her talents.

"She does so many events," Martin said. "To me, it's just amazing. Obviously, that comes from listening to her body."

Masters athletes talk about training smarter as they get older -- less is more -- and focusing on quality instead of quantity.

Raschker, fighting an Achilles problem before and during the world championships, has reduced her schedule from 20 meets a year to five or six.

Finances influence her scheduling, too, with the average Masters trip costing her \$2,500.

She typically competes in at least 10 events: the heptathlon, 100-, 200- and 400-meters, 80- and 300-meter hurdles, high jump, pole vault, long jump and triple jump.

Tired yet?

"Every event I went to, I gave it basically 100 percent," she said. "You can't do that ... You've got to be a little bit smarter."

Raschker, 5-foot-4 and 105 pounds, typically spends one day a week in the weight room, then hits the track on four other days for repeat 100s, 200s or 300s. She isn't competing as often, but sounds like she can't wait to turn 65 in February and jump into the 65-69 age group.

"That's really where my focus is," she said. "When you're in your 60s and 70s, I know the older athletes know that five years before seemed like nothing. Now it almost seems like, if someone new comes in, it can look like a 10-year gap. The body just slows down. It's a fact of life."

But despite those inevitable slower times and shorter distances -- she long-jumped 14 feet, 3/4 inches as a 60-year-old in 2007 before finishing third in the same event this year with a 13-9 -- she believes competing keeps her healthy. So does a simple approach to eating that includes oatmeal and fruit, chicken and salads and snacks built around carrots and nuts.

"Anything in moderation is OK," Raschker said. "Sometimes we just need to change our thought process on what's on our plate. You'll find out it's really OK to eat healthier."

"I grew up, we couldn't leave anything on the plate. [Now], I try to just have a smaller plate."

Water is Raschker's beverage of choice, even if she has to pour it into a wine glass in her home office to make it more appealing.

"Just to trick myself," she said. "It looks nice and I drink it. Whatever works."

Besides the challenge and health benefits, Raschker savors the camaraderie that comes with competing around the world with people from varied places and walks of life.

"Track and field has become my family," she said. "I have such wonderful friends all over the world. I'm mostly alone at home."

"It's just wonderful to have the opportunity to see friends you've pretty much known for 30 years. ... What a neat way, really, to embrace the world."

Raschker, an only child, returns to Germany several times a year to visit her mother, Elfriede, who at 89 recently suffered a stroke.

"I want to be there," she said. "It makes it difficult to train."

She's cutting back on her financial services work to care for her mom and maintain her place in the Masters track world, where getting older can mean getting better.

Raschker said she doesn't see well enough to continue another love -- making furniture -- but feels good enough to keep moving on the track.



"I like the challenge," she said. "Track and field is really what I love. I hope I can do it for many years to come. Some of my most admired athletes are 85 and older. I sit in awe, what they've accomplished.

"I would like to get to that point."

Link to Original:

<http://espn.go.com/espnw/news-opinion/6780562/phil-raschker-master-all-masters>

## **SIOUX CITY JOURNAL**

**Sioux City's Ryan sets world record in masters steeplechase**



By Jerry Giese

SACRAMENTO, Calif. - Lisa Ryan is basically brand new when it comes to Master's track and field competition.

You wouldn't have known in Sunday afternoon.

Ryan, the wife Morningside College football coach Steve Ryan, set a new world record at the World Masters Athletic Track and Field Championships, running a time of 6 minutes, 49.58 seconds in the 2,000-meter steeplechase on the campus of Sacramento State University.

The 41-year-old Ryan passed Grace Padilla of Los Angeles in the middle of the third lap and set the pace from then on, beating the old masters record of 6:51.53 set last year by Lisa Valle of Albuquerque, N.M. Padilla was clocked in 6:55.56.

Not bad, considering Ryan never ran competitively at the University of Iowa, where she was an All-American in field hockey.

"The record was something I thought I might go for at the U.S. national meet, but I did it at the worlds," said Ryan, also a meteorologist at KMEG-TV in Sioux City as well as a Morningside assistant track and field coach.

Ryan also took third in the 1,500 (4:38.63) and fifth in the 800 (2:19.52), part of the largest Team USA in masters history. In all, 1,915 Americans took the field of competition.

Among them were 1984 Olympic Gold triple-jump champion Al Joyner, a 51-year old from Chula Vista, Calif., along with 55-year old Willie Banks, a former world triple jump record holder from San Diego.

Overall, 93 countries participated in the World Masters, which started July 6. The event, which concluded Sunday, featured 4,804 athletes.

"When you worry about a time, you don't run a fair, true race," said Ryan. "I knew Grace was a great runner. She was at the Olympic trials in the steeplechase. Once I surged in front of her, I did try to open it up.

"I think the key for me in winning the race, honestly, is how I performed in the 1,500. I had my personal best by 10 seconds running against fantastic, talented women. It gave me the confidence and it gave me the push to know my fitness level was enough to take it out."

The former Lisa Sweeney is a 1988 graduate of Governor's Academy in Byfield, Mass., where she was a state champion in the 100 hurdles and the 800 in her prep career.

She also competed in the 300 hurdles, the long jump and the high jump. A native of Fort Worth, Texas, Ryan works with the Mustangs' hurdlers and distance runners.

Ryan was encouraged to try Masters running by veteran Morningside track/cross country coach Dave Nash. Following college, she kept active in road races, but also tuned up for Masters events by competing unattached at area collegiate cross country and track meets.

She was supposed to run the 2000 steeplechase last summer at the USA Masters, but broke her left foot one month before the event.

"When I turned 40, Dave put a bug in my ear to run Masters," said Ryan. "He's run sub-two minutes in the 800 at least in each of the 25 years. He's an example to athletes to see what they can do past 40. So there's a new world of track in my life."

Link to Original:

[http://siouxcityjournal.com/sports/track-and-field/article\\_aeb3cffd-7a0c-50c2-86c5-e66ece01132d.html#ixzz1SaMYwXgk](http://siouxcityjournal.com/sports/track-and-field/article_aeb3cffd-7a0c-50c2-86c5-e66ece01132d.html#ixzz1SaMYwXgk)



In two consecutive races on the final day of the World Masters Athletics Championships, two American women set world age-group records Sunday at Sacramento State, it was reported to The Bee.

Lisa Valle of Albuquerque, N.M., won the 2,000-meter steeplechase in 6 minutes, 58.89 seconds in the 45-49 age group. It was the first time any woman over the age of 45 broke seven minutes.

Lisa Ryan of Sioux City, Iowa, followed with a world record of 6:49.58 in the same event for the 40-44 age group.

Nine world records were set on the final day of the competition.

A total of 38 World Masters Athletics world records were either broken or tied during the 12-day event.

Two Folsom athletes won gold medals in the women's 4 x 100 relay. Liz Palmer and Amanda Scotti ran legs on the U.S. team's 51.88-second victory in the 50-54 age group.

Link to Original:

<http://www.sacbee.com/2011/07/18/3776078/records-fall-in-masters-finale.html#ixzz1SaYNZ4ch>



<http://www.sacbee.com/2011/07/06/3749815/over-50-athletes-to-compete-in.html>



## 'Over-50' athletes to compete in world championships in Sacramento

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By [Miles Bennett-Smith](#)  
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Last Modified: Wednesday, Jul. 6, 2011 - 5:10 pm

Like many of her co-workers at SMUD, Liz Palmer often spends her lunch breaks lifting weights and working out in the company fitness center.

But unlike her co-workers, Palmer can also run the 100-meter dash in 12.7 seconds, holds several track and field world records in her age group and will be looking to set more – all after turning 50.

Palmer and Roseville's Kevin Morning, 55, head a list of local hopefuls at the 2011 World Masters Athletics Championships, which begin today at multiple local venues, including Sacramento State's [Hornet Stadium](#), and continue through July 17.

The heptathlon will kick off the start of all competition early this morning, and Palmer and Morning will both be in action on Friday morning in their respective 100-meter quarterfinals.

More than 4,800 athletes from 93 countries are expected to compete in 34 events. All participants must be at least 35 years old to compete as a masters athlete.

Sacramento was awarded the biennial event in 2007. It will be the first time in 16 years the United States has played host to the 19-year-old event, which Morning said fuels his drive to excel.

"I think for the championships to be here in Sacramento is just amazing," Morning said. "They might not come back to California in my lifetime, and to have them in my backyard, I couldn't not take advantage of it."

Neither could Palmer, who will be competing in her first world championships. A top hurdler at Arapahoe High School in Colorado, she placed third at the state championships in 1978 before moving on to the [University of Northern Colorado](#).

Injuries derailed her collegiate career, however, and she shifted away from the sport to raise a family and become an accountant for the [Sacramento Municipal Utility District](#).

In 2005, she came across an all-comers track meet, which sparked her competitive interest, not to mention her desire to stay fit.

"Right around my age is when lifestyle diseases and problems can start to crop up," she said.

Although she pulled a muscle in her first race in 30 years, she was hooked.

"I got so much joy out of being a high school and collegiate athlete, it's hard to describe," she said. "I look back on it, and I didn't appreciate what I had. Today, I'm older and wiser, and now I do."

Morning, who competed at the 1997 event in Durban, [South Africa](#), as well as the 2001 event in Brisbane, Australia, acknowledged how expensive the travel can be, particularly because most masters athletes don't have sponsorships to help defray costs.

Morning said he was surprised when he learned that some of his rival athletes from the area weren't going to participate.

"A couple local guys didn't register to compete, and I don't really understand why," he said. "I'd be turning in recycling bottles and cans just to get into this meet."

As a high school sprinter from Pasadena, Morning says, he was never anything more than average. But average for the good-humored Morning meant jumping 23 feet, 8 inches in the long jump his senior year, a mark that would have won the 2010 California State Championship.

He went on to run in college at [UC San Diego](#), where his times consistently put him in the middle of the pack. He ran the 400-meter and 200-meter dashes in about 48 seconds and 22 seconds, respectively.

But Morning never quite broke through on the track. He started a family, got his master's degree in physical education, moved to the Sacramento area in 1995 and became an elementary school teacher. It wasn't until a friend suggested that he look into the masters athletics scene that he decided to try running competitively again.

While he says he was "flat out cooked" by his competitors in the first race he ran, the wheels were still there.

In 2003, at age 46, Morning ran the 200 meters in 22.13 seconds, tenths of a second off his career best in the event.

"I wasn't that hungry when I was younger," he said. "As I got older, I just got really hungry, and now I see records other people have set and wonder if I can do that."

With four World Masters championship sprint gold medals under his belt, Morning says, he now focuses more on setting record times.

"I love seeing how fast I can run," he said. "It's amazing that year after year, I can run this fast. How many people get to reach this age and achieve this kind of status? It's a blessing."

Palmer is one who can keep up. She ran the 60-meter dash in an age-group world record 7.86 seconds in March.

To stay in top shape, Palmer works out five times a week, lifting weights three times and working out on the track twice with her youngest son Jim, a hurdler at Folsom High School, or other local masters athletes.

"I know we aren't as fast, can't jump as far. I think we are a good example of how to age gracefully," Palmer said.



## Crowd favorite stars in World Masters long jump

By [Bill Lindelof](#)  
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Published: Tuesday, Jul. 12, 2011 - 7:14 am

A longtime crowd favorite did not disappoint at the [World Masters](#) Athletics championships continuing today at [Sacramento State](#).

[Willie Banks](#), former world record holder in the triple jump, is 55 now. He suffers from injury just like anybody in their 50s -- while continuing to be a superb athlete.

"I've been training four or five times a week, feeling really good," Banks told organizers before the meet started.

However, he wondered if that might be too much preparation for a person in his mid-50s. Banks hurt his hamstring on a warmup jump and struggled through the first five rounds of the triple jump.

A press release from the [World Masters](#) noted that Banks was limited to a quick jog on his jump approach and was stuck in fifth place. Then, he got off a sixth-round jump of 40 feet, 4 3/4 inches.

Banks, ever the crowd-pleaser, grinned as he took over first place. It was not to last: Georg Werthner of [Austria](#) got off the winning jump of 40-11 and a half inch.

The exuberant Banks posed for pictures and thanked the crowd for coming, especially the 100 spectators in the east end of [Hornet Stadium](#). Werthner, also an ex-Olympian, took a picture of Banks with his cellphone.

"I couldn't run, but I came here to compete and that's what I wanted to do," Banks was quoted in the press release. "I gave it the old ([UCLA](#)) Bruin try."

Local entrants include Folsom resident Gary Schuler who won the men's 35-39 high jump with a clearance of 6-5 and a half and Daniel Besmer of Rocklin who won the men's 45-49 pole vault with a height of 13-9 and a quarter inch.

The championships began Wednesday and continue through Sunday. The championships for athletes 35 and older features more than 4,800 entrants.

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[http://www.sacbee.com/2011/07/12/3764077/crowd-favorite-stars-in-world.html?storylink=lingospot\\_related\\_articles](http://www.sacbee.com/2011/07/12/3764077/crowd-favorite-stars-in-world.html?storylink=lingospot_related_articles)



## **World Masters of their craft: Age-group track and field athletes excel**

By [Miles Bennett-Smith](#)

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Last Modified: Thursday, Jul. 14, 2011 - 8:54 am

As the 2011 World Masters Athletics Championships wrap up this weekend at [Sacramento State](#) and two other area venues, here's a look at some noteworthy achievements from the 11-day event:

- On Saturday evening, in warm conditions, former NFL wide receiver Willie Gault ran a blistering 10.96 in the 100-meter dash to come within two-hundredths of a second of a world record in the men's 50-55 age group, flying ahead of the field by more than half a second.

Gault, who caught four passes for 129 yards in the Chicago Bears' Super Bowl XX win in 1986, ran the second-fastest 100 meters among all age groups and went for a sweep of the sprints Monday in the 200-meter final. With a slight lead heading down the backstretch, things again looked golden for the one-time U.S. Olympian from Griffin, Ga., but a leg cramp sent Gault tumbling to the track 20 meters from the finish line.

He finished in 27.46, four seconds back of the United States' Michael Sullivan, a surprise winner in 23.36.

- Wednesday morning, Ed Riewerts brought a large local cheering section with him to the men's 50-55 discus final. The San Leandro native didn't disappoint, bringing home gold with a toss of 54.23 meters.

An All-Western Athletic Conference center while playing football for Hawaii in 1980, Riewerts said he took up throwing the discus five years ago while coaching his son in the event.

After being crowned world champion, he said that having been to national competitions before, it is hard to replicate the sense of awe found at these championships.

"The competition here really steps up," he said. "You have people from all over the world with all these different cultures. It's wonderful. And it's also great because we throwers are a tight group, and we follow each other on the charts online. Here, we finally have a chance to put names to faces."

- Great Britain's Darren Scott was one of the favorites Saturday night to win the men's 40-45 100 meters. He posted a 10.89 qualifying time in the semifinals earlier that day, and said he felt good to go for the finals that night.

But while his mind was sound, his body was not. Like Gault, the Scottish sprinter pulled up because of a leg cramp and did not finish the race.

But Scott found redemption three nights later at [Hornet Stadium](#), when he won the 200 meters going away in 22.20 seconds.

"I just want to keep on winning," Scott said after the race. "Everyone wants to break records, and when you see people out here at 70 or 80, it's absolutely phenomenal. Live life to the max."

- While much attention was focused on some of the sprint events, one athlete Wednesday was jumping with joy after jumping to a Canadian record in the women's 70-75 high jump.

Sandy Anderson of Victoria, [British Columbia](#), cleared the bar at 1.20 meters on her first attempt, erasing all doubt after her first record-setting clearance of 1.18 meters was not properly measured.

"I'm just very excited. That's higher than I've jumped in two years," said Anderson, 71, who also is the 65-70 age-group record holder.



American Kathy Bergen fell short of the U.S. record (1.3 meters), but topped Anderson to win the event at 1.25 meters.

Link to Original:

<http://www.sacbee.com/2011/07/14/3768652/world-masters-of-their-craft-age.html>



July 10, 2011

SACRAMENTO, CALIF. - Team USA proved its dominance in the short sprints on the fourth day of the 2011 WMA World Masters Outdoor Track & Field Championships. Americans took home a total of 33 medals in the 100m, including 13 golds.

Leading the way for the U.S. was Patricia Peterson of Albany, N.Y. who set an American record in the W85 age division with her time of 22.30. Fremont, Calif. native Irene Obera's performance in the W75 race was another highlight as she improved her own American record, running a 16.09.

Former Olympian and Chicago Bears Superbowl champion Willie Gault (Encino, Calif.) ran the fastest time on the track for the day with a 10.96 in the M55 division. Gault's time was just eight hundredths of a second off his own world record which he set earlier this year at the Occidental Invitational in Los Angeles, Calif.

Stephen Robbins (Cleveland Heights, Ohio) crossed the line in 12.77 in the M65 division, edging out teammates Kenton Brown (Austin, Texas) and Stanley Whitley to lead a U.S. sweep. Ralph Peterson's (Oakland Calif.) time of 12.56 topped a dominant U.S. field in the M60 category, where Americans claimed the top five places. The M55 race was another sweep for the U.S., with Oscar Peyton (Accokeek, Md.) running a 11.89 to take home the gold.

### **Starkey vaults to new American record**

Former professional track and field athlete Jill Starkey of Queen Creek, Ariz. bettered the W40 pole vault American record in her masters competition debut. Starkey, who finished fourth at the 1999 USA Outdoor Championships, won with a clearance of 3.45m/11-3.75.

"It was a good competition, strong crosswind," Starkey said. "The competitors were great. I probably should have been on some bigger poles, but that's alright."

For Starkey, pole vaulting is a family tradition. Her husband, Dean, was the 1997 World champion in the event and has a lifetime best of 5.92m/19-5, and her son, Garrett, ranked sixth among high school juniors this season after recording a best of 5.02m/16-6.

"I was [in Sacramento] back in the 2000 Olympic Trials, and I made the finals" she said. "So it's nice to be back again. It's a lot of fun."

### **U.S. sweeps M50 high jump**

Bruce Mcbarnette of Sterling, Va. won his ninth World Masters championship title with a victory in the M50 high jump. Mcbarnette, along with teammates Tom Foley (Chesterfield, Mo.) and Greg Vidos (Lafayette, La.), cleared the bar at 1.81m/5-11.25, but Mcbarnette took the top spot on the podium based on number of attempts.

"We've been blessed in the United States with some top high jumpers right now," Mcbarnette said. "We had three other jumpers who were in the competition for the United States who also finished very high as well."

While Mcbarnette is a seasoned veteran of the World Masters meet, Foley and Vidos are newcomers.

"For me, it's a great experience because i really never had an opportunity to experience anything on this stage in my youth," Vidos said. "So it's good to come back and make it up now."

All three athletes hope to continue competing with each other and take home more medals in the future.

"It's nice to run into each other at other meets, and the camaraderie is just top notch," Foley said. "We help each other out."

Other winners from today's competition include the following:

- Linda Cohn, W55 triple jump (8.96m/29-4.75)
- Dmitry Piterman, M45 triple jump (13.88m/45-6.5)
- Helen Croskell, W35 pole vault (7-6.5)
- Johnnye Valien, W85 shot put 6.19m/20-3.75
- James Barrineau, M55 high jump (1.78m/5-10)
- Kathy Bergen, W70 100m (14.90)
- Albert Williams, M70 100m (13.35)
- Sharon Warren, W60 100m (14.53)
- Joy Upshaw, W50 100m (12.95)
- Renee Henderson, W45 100m (12.36)
- Donna Lawrence, W40 100m (12.82)

- Dena Birade, W35 100m (12.36)
- Carol Finsrud, W50 discus throw (39.95m/131-1)
- Mark Landa, M35 discus throw (45.20m/148-3)

## **About USA Track & Field**

USA Track & Field (USATF) is the National Governing Body for track & field, long-distance running and race walking in the United States. USATF encompasses the world's oldest organized sports, the World's #1 Track & Field Team, the most-watched events at the Olympics, the #1 high school and junior high school participatory sport, and more than 30 million adult runners in the United States: [USATF.org](http://USATF.org).

Link to Original:

[http://www.runnersweb.com/running/rw\\_news\\_frameset.html?http://www.runnersweb.com/running/news\\_2011/rw\\_news\\_20110710\\_USATF\\_Masters.html](http://www.runnersweb.com/running/rw_news_frameset.html?http://www.runnersweb.com/running/news_2011/rw_news_20110710_USATF_Masters.html)

# **phillyBurbs.com**

## **At World Masters, Lewis learning as she runs**

The important thing to consider about first-time experiences is making them learning ones.

And that's the approach Janet Lewis is taking in her first sojourn into World Masters Track and Field Championships competition this week in Sacramento, Calif.

The Neshaminy High School and Duke University graduate got a taste of high-level racing when she participated in the USATF National Indoor Championships at Albuquerque, N.M., back in March.

Going up against the world's best, however, is a different story. Lewis, 39, is keeping mental notes of everything that's going around her — from how others prepare to the gracious way these global athletes interact.

So far, so good. She's already qualified for the finals and finished 10th in the women's 800 meters, with a time of 2:33 that gives her All-America status. And she was fourth American in that event.

Friday, she's scheduled to compete in the 1,500-meter finals, and that should be a lot of fun, too.

“The level of competition here is clearly different,” she said in a Wednesday phone conversation. “There are former Olympians here.

“The camaraderie among the athletes is just amazing. There are so many people and they are all cheering for each other. Americans are really proud of having USA across their chest.”

There are approximately 4,800 elite athletes from 93 countries in Sacramento this week, and fans are being treated to some sensational stuff.

For instance: Former Chicago Bear Willie Gault, now 50, absolutely ran away with the 100 meters in the stunning time of 10.96. Keep in mind, the best in the world in open competition often run over 10 seconds.

When Lewis isn't competing or training, she's watching as much as she can and taking it all in.

“I'm meeting people from all over the world and sharing the experience,” she said. “I find myself watching everything, not only the people I run with, but some of the best runners in the country.

“My roommate here is one of the top sprinters, and she's showing me her workout schedule. I watch warm-ups, picking up little things. The pre-race preparation; runners had their game faces on a little more for the finals.

“Even when it comes to stretching, I do things totally differently now than I did a few months ago.”

#### Duathlon rolling

Multi-sport athletes are signing up for the second annual Bucks County Duathlon at Washington Crossing Park on Sept. 4.

Last year's inaugural event was a big hit, and response to this year's race has been encouraging.

Those who compete for race No. 2 will notice an improved transition area, better parking accommodations and an even faster run course.

Of course, one of the biggest attractions to this event is its location — right here in Bucks County. Instead of driving long distances and paying high gas and hotel bills, you can sleep in your own bed, race and be home by lunch time for a barbecue.

Registration is available at [www.buckscountyduathlon.org](http://www.buckscountyduathlon.org). Information is available on the website or by calling 215-968-3200.

#### Bucks Marathon on the way

Speaking of bringing the big race venues to the home area, get ready for the inaugural Bucks County Marathon, scheduled for Nov. 20.

Race director Pat McCloskey is putting on an ambitious 26.2-miler, subtitled “Not Another Big City Race,” and it’s not. This is going to be a competitive but slightly lower-key marathon than the ones you find in New York, Philly and Boston.

In fact, it’s run entirely on the Delaware Canal State Park towpath, between Yardley and New Hope.

The race will be limited to 500 runners, so if you have your heart set on this one, by all means register soon at [WWW.RUNBUCKS.COM](http://WWW.RUNBUCKS.COM).

A few details:

The race will start and finish at the Yardley train station.

There will be wave starts; a wrist watch is suggested. Markers at each mile.

Course is USATF certified and is a Boston Marathon qualifier.

Time limit: 6.5 hours.

For more information, contact the race website.

Running Over Cancer

Race director Rob Ciervo reports another strong turnout for the recent Run Over Cancer 5K in Newtown. Some 214 runners took part.

The times were outstanding. Mike Daigeaun won in a sizzling 16:17, followed by Stephen Howard in 16:21. On the women’s side, Amy Keitz clocked in at 20:22.

Next year’s event will be held on July 7.

Link to Original:

[http://www.phillyburbs.com/sports/local/at-world-masters-lewis-learning-as-she-runs/article\\_8b5f14bc-daeb-5fdc-95af-26787da773ec.html](http://www.phillyburbs.com/sports/local/at-world-masters-lewis-learning-as-she-runs/article_8b5f14bc-daeb-5fdc-95af-26787da773ec.html)

## **SPIKED UP PSYCHED UP**

**World Masters Track Champs to Take Place July 6-17 in Sacramento**



AUTHOR: [Kevin Liao](#)

More than 4,800 athletes from 93 countries, ranging in age from 35 to 101, have entered the 19th World Masters Athletics (WMA) Outdoor Championships in Sacramento. The international track and field event will be held July 6-17.

This marks the first time in 16 years that the biennial event has been held in the United States. In addition to showcasing age-group athletes from around the world, the WMA Championships will provide the capital region with an estimated economic benefit of \$23 million, according to the Sacramento Convention & Visitors Bureau.

The Sacramento Sports Commission has been preparing for next month's competition for nearly four years. Sacramento was awarded the event at the 2007 WMA Championships in Riccione, Italy.

"We want to showcase Sacramento in the best possible light while also providing the athletes with the facilities and organization needed to perform at their best," said John McCassey, executive director of the Sacramento Sports Commission and chairman of the local organizing committee. "We've got a great team in place. I think it will be a tremendous event."

The event kicks off July 5 at 6 p.m. with the opening ceremonies at Hornet Stadium. The parade of athletes will be accompanied by live entertainment.

Of the 4,804 registered athletes, 1,915 are from the United States. Canada has the second-largest group of entrants with 215, followed by Germany (212), India (210), Great Britain and Northern Ireland (195), Mexico (194), Australia (164), France (125) and Italy (101).

Eleven of the 93 countries represented in Sacramento have one entrant apiece, including Senegal, Belize, Fiji, Liberia, Paraguay and U.S. Virgin Islands.

In nine days of competition – July 10 and 14 are rest days – 937 age-group events will be held at six separate venues. The local organizing committee implemented a "split day schedule" to minimize the potential impact of high afternoon temperatures. Each morning session will begin at approximately 9 a.m. and continue to 2 p.m. The evening schedule is 6 p.m. to 10 p.m.

More than 80 percent of the 2011 WMA events will be held at Hornet Stadium on the Sacramento State campus. Hornet Stadium served as the site for the 2000 and 2004 U.S. Olympic Trials as well as four NCAA Division I Men's and Women's Outdoor Track and Field Championships.

Sacramento City College's Hughes Stadium and American River College's Beaver Stadium will serve the secondary venues for the 2011 WMA Championships. Hughes Stadium has hosted three U.S. championships, and Beaver Stadium hosted numerous Golden West Invitational high school meets.

Granite Regional Park is the site of the cross country races on July 6 and July 7. The marathon will be held July 17 on the American River Parkway. The road race walking events will be held in Land Park on July 12 and July 16.

Some of the most decorated athletes in masters track and field will participate, including Phil Raschker, a 64-year-old from Marietta, Ga., a two-time finalist for the Sullivan Award who has won 68 gold medals in WMA championship competition since 1983; Irene Obera, a 77-year-old sprinter from Fremont, Ca., the winner of dozens of national and world titles, including the women's 75-79 100 and 200 meters at last summer's USA Masters Outdoor Championships in Sacramento; and Olga Kotenko, a 92-year-old marvel from British Columbia who holds every world record in her age class.

Olympians who have entered next month's WMA event include:

- South Africa's Zola Pieterse (nee Budd), the teenage prodigy who set several world records and was involved in the infamous tripping incident with Mary Decker Slaney at the 1984 Olympics in Los Angeles. Pieterse will compete in women's cross country and the 5,000 meters in Sacramento.
- Willie Banks, the former world record holder in the men's triple jump and a member of three U.S. Olympic teams;
- Jearl Clark, a two-time Olympic gold medalist and five-time Olympian who is a member of the USATF Hall of Fame;
- Duncan Macdonald, a former U.S. record holder in the 5,000 meters;
- Al Joyner, the 1984 Olympic champion in the triple jump;
- Ed Burke, a three-time Olympian who carried the U.S. flag during the opening ceremonies at the 1984 Olympic Games in Los Angeles;
- Mohinder Gill, a world-ranked triple jumper in the early 1970s from India who competed collegiately for Cal Poly San Luis Obispo; and
- Hans Lagerqvist, a Swede who was one of the world's top pole vaulters in the 1970s.

Link to Original:

<http://spikeduppsychedup.com/2011/07/05/world-masters-track-champs-to-take-place-july-6-17-in-sacramento/>



**Sunderland makes it two golds at masters games**

Nelson race walker Nyle Sunderland has won her second gold medal at the world masters track and field championships in Sacramento with victory in the 10km road walk.

Sunderland had claimed her first world title last weekend when she won the 5000m in the women's 40-years division in a personal best 27min 33.11sec.

She recorded another personal best yesterday with a time of 58min 42sec, slashing a massive 1min 39sec off her previous mark, to once again beat her friend and room-mate Tamara Stevenson, of the United States, into second place. Russian Elena Bogdanovich was third.

Despite another stressful race delay, the weather started out perfectly for racing at a cool 17 degrees around the picturesque Land Park. The two-lane road course was over a mile, rather than the more familiar metric measurements, which according to Sunderland, made it difficult to estimate pace rates.

Sunderland told the Nelson Mail from California that the start and finish were about 600m apart and while there were 1km, 2km and 3km markers, no-one was sure if it was measured from the start or the finish.

"There were two spots on the course that if you took the right race line, you could cut out a complete S-bend and shave off a good 10-15 seconds," she said.

"The only problem was the spectators kept milling on the course to take photos and to watch. I made sure that I took the shortest race line each lap and was often heard yelling at spectators to move as they would just stand there and stare at you as you raced full pace towards them."

Sunderland said the camber on the course was bad and many commented that it affected their ankles and hips.

"I found it to be annoying and hard to get a good steady pace going for the whole lap as you had a slight rise on one side and a downhill section to the finish."

She said it was a tough race as the tree-lined course didn't provide much shelter from the sun and competitors quickly became dehydrated. Only one working water station also made it difficult to get enough water. "It was a matter of racing smart to get a good finish and a good time."

With Stevenson close behind her, the pressure was on Sunderland to keep her pace up. By the 6km mark, Sunderland was struggling with the heat and lack of water as Stevenson cut into her lead.

Sunderland had a quicker last lap after she heard the bell and managed to keep the American at bay by 32sec.

The 20km event will be held over the same course.

Link to Original:

<http://www.stuff.co.nz/nelson-mail/sport/5282993/Sunderland-makes-it-two-golds-at-masters-games>

# The Press and Journal

stornoway running club's dunlop fends off american challenge to finish second in 800m in california

## Mahady wins silver medal at world masters in Sacramento

By FRASER CLYNE

Published: 13/07/2011



Laura Mahady

Laura Mahady (Aberdeen AAC) and Alasdair Dunlop (Stornoway Running Club) both had to settle for silver medals in the 800m in the world masters track and field championships at Sacramento, California.

Mahady, who won the women's over-50 title in Finland two years ago, was pipped for the gold by South Africa's Elaine Pretorious. Pretorious, who had beaten another Aberdeen runner, Sonia Armitage, into the silver medal position in the world over-45 age group championships four years ago in Italy, recorded 2min 23.73sec.

Mahady finished runner-up in 2:24.72 while Chile's Monica Regonesi was well back in third position in 2:28.14.

Link to Original:

<http://www.pressandjournal.co.uk/Article.aspx/2350402/>

## **The StarPhoenix**

Saskatoon's Margaret Tosh has started the World Masters Track and Field Championships off right, winning bronze in both the hammer and javelin throw.

Competing in the women's 70-74 age division, Tosh threw 27.04 metres in the hammer throw and 24.10m in the javelin throw.

Tosh also earned fifth place in shot put with a throw of 8.56m and 12th in discus with a throw of 22.76m.

The championships continue until Sunday in Sacramento, CA, with Tosh competing in the weight throw on Wednesday and weight pentathlon on Friday.

<http://www.thestarphoenix.com/sports/Tosh+medals+Masters+event/5093395/story.html>

## **The StarPhoenix**

Margaret Tosh capped off a successful week at the World Masters Track and Field Championship with a bronze medal in the throws pentathlon on Friday.

Tosh, competing in the 70-74 age group at the championships in Sacramento, CA., ended up with a silver and three bronze, as well as a fourth and fifth place finish in six events.

The Saskatonian beat her own Canadian record when she earned her silver in the weight throw after a 12.46 metre toss.

Link to Original:

<http://www.thestarphoenix.com/sports/Tosh+claims+fourth+masters+medal/5112332/story.html#ixzz1SPfDHstJ>





By [Starting Blocks](#)

### **Dr. Stephen Robbins, 68, wins 100- and 200-meter sprints at World Masters Track Championships**

CLEVELAND, Ohio -- Dr. Stephen Robbins, 68, of Cleveland Heights, won the 65-69 age group championships in the 100- and 200-meter sprints at the World Masters Track and Field Championships last week in Sacramento, California.

Robbins, competing for Team USA, won the 100 in 12.77 seconds and the 200 in 26.12. He holds the world records in the 100 and 200 for men ages 65-and-over.

Robbins will run at the Masters U.S. nationals at Baldwin-Wallace College on July 27-31.

Link to Original:

[http://www.cleveland.com/recreation/index.ssf/2011/07/dr\\_stephen\\_robbins\\_68\\_wins\\_100.html](http://www.cleveland.com/recreation/index.ssf/2011/07/dr_stephen_robbins_68_wins_100.html)



By [Bob Moffitt](#)

### **Never Too Old to Compete**

Wednesday, July 06, 2011

There are all manner of stories from the World Masters Track and Field Championships. They opened today at Sacramento State.

The first group of competitors I encountered was a race walking team from Bolivia. Esther Cabrera's (she is on the far left in the picture) race walking is quite a bit better than my Spanish, but my Spanish was good enough to find out she and her teammates are enjoying Sacramento very much.

CABRERA: "It's wonderful."

The Bolivian team makes up four of the 4800 competitors from 93 countries. Each discipline is broken up into five-year age categories.

Two dozen competitors, like Willie Banks and Al Joyner, are former world or Olympic champions. Duane Holmes is not a former champion, but he does embody the competitive spirit, perhaps even more than most. When asked why he was participating in his first decathlon this year, at the age of 60.

"It's on my bucket list," Then, he laughed."

I said, "Well, there you go, I guess you can cross it off."

And that's when I learned that this is a man here to compete, though the results of his efforts are really very, very secondary.

He laughed again and said, "I have advanced prostate cancer. So, I thought, 'Well, let's see if we can get this in and see if we can do it.'"

He is indeed doing it and lifting the spirits of those around him. It is an understatement, perhaps to say he is an easy competitor to root for.

The events and games last until July 17, with 80 percent of them happening at Hornet Stadium.

Link to Original:

<http://www.caprado.org/articles/2011/07/06/never-too-old-to-compete>



# THE BELLINGHAM HERALD

## **BIRADES RUN WELL AT WORLD MASTERS**

Dena Birade of Bellingham won the 100 meters for women ages 35-40 at the World Masters Track and Field Champinoships in Sacramento on Saturday, July 9.

Birade finished in a time of 12.36 seconds, .08 seconds after than the second-place finisher.

Laurent Birade of Bellingham placed seventh in the 400 meter long hurdles for men ages 40-45 on Monday, July 11. Birade finished in a time of 1:00.34 while the first-place runner came in at 55.53.

Link to Original:

<http://www.bellinghamherald.com/2011/07/11/2098175/rec-notebook-ferndale-baseball.html>

## Metro Monitor News Tracker Report

Note: Clips may be pulled down after a few days but descriptions below will remain

1. KMEG-CBS SIOUX CITY, IA, MARKET RANK: 149 (Rewind one minute to see WMA/USA clip start)  
JUL 19 2011 6:00AM CT  
Morning News

Nielsen Audience: 1,098  
Calculated Ad Equivalency: \$27  
Calculated Publicity Value: \$81  
30-Second Ad Equivalency: \$25

**[\*\*06:08:35 AM\*\*]** [Preview Clip](#) ERIKWE WANT TO CONGRATULATE INACRAMENTO THIS PAST WEEK! LISA IS OUR VERY DEDICATED FILL-IN METEOROLOGIST BUT IS ALSO A WORLD-CLA ATHLETE. THE MOTHER OF 6 EARNED TWO GOLD MEDALS, ONE BRONZE MEDAL AND BROKE A WORLD RECORD AT THE 2011 WMA **WORLD MASTERS** OUTDOOR TRACK AND FIELD CHAMPIONSHIPS. THAT'S LISA ON THE LEFT! SHE SET THE WORLD RECORD IN THE W-40 T THOUSAND METER STEEPLECHASE WITH A TIME OF 6 MINUTES, 49 POINT 58 SECONDS ICH ALSO EARNED HER THE GOLD.
2. KMEG-CBS SIOUX CITY, IA, MARKET RANK: 149 (Rewind one minute for WMA/USA clip)  
JUL 19 2011 6:00AM CT  
Morning News

Nielsen Audience: 1,098  
Calculated Ad Equivalency: \$24  
Calculated Publicity Value: \$72  
30-Second Ad Equivalency: \$25

**[\*\*06:40:03 AM\*\*]** [Preview Clip](#) ERIKWE WANT TO CONGRATULATE IN SACRAMENTO THIS PAST WEEK! LISA IS OUR VERY DEDICATED FILL-IN METEOROLOGIST BUT IS ALSO A WORLD-CLASS ATHLETE. THE MOTHER OF 6 EARNED TWO GOLD MEDALS, ONE BRON MEDAL AND BROKE A WORLD RECORD AT THE 2011 WMA **WORLD MASTERS** OUTDOOR TRACK AND FIELD CHAMPIONSHIPS. THAT'S LISA ON THE LEFT! SHE SET THE WORLD RECORD IN THE W-40 TWO THOUSAND METER STEEPLECHASE WITH A TIME OF 6 MINUTES, 49 POINT 58 SECONDS WHICH ALSO EARNED HER THE GOLD.

3. KMEG-CBS SIOUX CITY, IA, MARKET RANK: 149 (Rewind one minute)  
JUL 19 2011 5:00AM CT  
Morning News

Nielsen Audience: 1,993  
Calculated Ad Equivalency: \$25  
Calculated Publicity Value: \$75  
30-Second Ad Equivalency: \$25

**[\*\*05:07:14 AM\*\*]** [Preview Clip](#) ERIKWE WANT TO CONGRATULATE IN SACRAMENTO THIS PAST WEEK! LISA IS OUR VERY DEDICATED FILL-IN METEOROLOGIST BUT IS ALSO A WORLD-CLASS ATHLETE. THE MOTHER OF 6 EARNED TWO GOLD MEDALS, ONE BRONZE MEDAL AND BROKE A WORLD RECORD AT THE 2011 WMA **WORLD MASTERS** OUTDOOR TRACK AND FIELD CHPIONSHIPS. THAT'S LISA ON THE LEFT! SHE SET THE WORLD RECORD IN E W-40 TWO THOUSAND METER STEEPLECHASE WITH A TIME OF 6 MINUTES, 49 POINT 58 SECONDS WHICH ALSO EARNED HER THE GOLD.

4. KMEG-CBS SIOUX CITY, IA, MARKET RANK: 149 (Rewind one minute)  
JUL 19 2011 5:00AM CT  
Morning News

Nielsen Audience: 1,993  
Calculated Ad Equivalency: \$24  
Calculated Publicity Value: \$72  
30-Second Ad Equivalency: \$25

**[\*\*05:39:48 AM\*\*]** [Preview Clip](#) ERIKWE WANT TO CONGRATULATE IN SACRAMENTO THIS PAST WEEK! LISA IS OUR VERY DEDICATED FILL-IN METEOROLOGIST BUT IS ALSO A WORLD-CLASS ATHLETE. THE MOTHER OF 6 EARNED TWO GOLD MEDALS, ONE BRONZE MEDAL AND BROKE A WORLD RECORD AT THE 2011 WMA **WORLD MASTERS** OUTDOOR TRACK AND FIELD CHPIONSHIPS. THAT'S LISA ON THE LEFT! SHE SET THE WORLD RECORD IN THE W-40 TWO THOUSAND METER STEEPLECHASE WITH A TIME OF 6 NUTE 49 POINT 58SECONDS WHICH ALSO EARNED HER THE GOLD.

5. KMEG-CBS SIOUX CITY, IA, MARKET RANK: 149 (Rewind one minute)  
JUL 18 2011 10:00PM CT  
Late News

Nielsen Audience: 5,570  
Calculated Ad Equivalency: \$300  
Calculated Publicity Value: \$900  
30-Second Ad Equivalency: \$225

**[\*\*10:16:57 PM\*\*]** [Preview Clip](#) DNDASLE SE THGHAY AIT EEER HUDAA AN F AOUE ERWI CL O A T EACO FNTUSS OEEALO F HHSO CHOW 9A AER O MEOROGTE A O O-SSTHTE ETCA MIE NTO GRULE EG4'LI N ON HER SUCCESS IN SACRAMENTO THIS PAST WEEK! LISA IS A MEMBER OF OUR METEOROLOGY TEAM AND ALSO A WORLD-CLASS ATHLETE. THE MOTHER OF 6 EARNED TWO GOLD MEDALS, ONE BRONZE MEDAL AND BROKE A WORLD RECORD AT THE 2011 WMA **WORLD MASTERS** OUTDOOR TRACK AND FIELD CHAMPIONSHIPS. THAT'S LISA ON THE LEFT! SHE SET THE WORLD RECORD IN THE W-40 TWO THOUSAND METER STEEPLECHASE WITH A TIME OF 6 MINUTES, 49 POINT 58 SECONDS WHICH ALSO EARNED HER THE GOLD.

6. KMEG-CBS SIOUX CITY, IA, MARKET RANK: 149 (Rewind one minute)  
JUL 18 2011 5:00PM CT  
Early Eve News

Nielsen Audience: 8,826  
Calculated Ad Equivalency:

\$185  
Calculated Publicity Value: \$555  
30-Second Ad Equivalency: \$150

**[\*\*05:09:04 PM\*\*]** [Preview Clip](#) MICHELLWE WANT TO ON HER SUCCESS IN SACRAMENTO THIS PAST WEEK! LISA IS A MEMBER OF OUR METEOROLOGY TEAM AND ALSO A WORLD-CLASS ATHLETE. THE MOTHER OF 6 EAED TWO GOLD MEDALS, ONE BRONZE MEDAL AND BROKE A WORLD RECORD AT THE 2011 WMA **WORLD MASTERS** OUTDOOR TRACK AND FIELD CHAMPIONSHIPS. THAT'S LISA ON THE LEFT! SHE SET THE WORLD RECORD IN THE W-40 TWO THOUSAND METER STEEPLECHASE WITH A TIMEF 6 MINUTES, 49 POINT 58 SECONDS WHICH ALSO EARNED HER THE GOLD.

7. KFDA-CBS AMARILLO, TX, MARKET RANK: 131  
JUL 16 2011 6:00PM CT  
NEWSCHANNEL 10@6PM

Nielsen Audience: 12,821  
Calculated Ad Equivalency:  
\$205  
Calculated Publicity Value: \$615  
30-Second Ad Equivalency: \$150

**[\*\*06:23:38 PM\*\*]** [Preview Clip](#) BUT IT IS A REALLY FUN EVENT THAT'S BEEN DEALING OUT BRAGGING RIGHTS FOR YEARS. WE BROUGHT YOU A STORY EARLIER THIS WEEK ABOUT A 72 YEAR OLD POLE VAULTER FROM DALLAS WHO'S BEEN PRACTICING FOR A WORLD RORD RIGHT HERE INAMARILLO. DON ISETT JUST EMAILED US LAST NIGHT FROM THE **WORLD MASTERS** CHAMPIONSHIPS IN CALIFORNIA WHERE HE WON FIRST PLACE. HE ALSO WAS ABLE TO TIE THE AMERICAN RECORD FOR HIS AGE BRACKET, BUT FELL JUST SHORT OF A RECORD, USA PLAYING

8. KBGF-NBC GREAT FALLS, MT, MARKET RANK: 190  
JUL 14 2011 10:00PM CT  
Late News

Nielsen Audience: 564  
Calculated Ad Equivalency:  
\$52  
Calculated Publicity Value: \$156  
30-Second Ad Equivalency: \$45

**[\*\*10:24:09 PM\*\*]** [Preview Clip](#) 8 BOXERS HAVE QUALIFIED FOR THE OLYMPIC TRIALS AT 141 POUNDS THAT WILL TAKE PLACE NEXT MOTN IN MOBILE, ALABAMA. 1 WILL MAKE THE OLYMPIC TEAM. JONATHAN MATTHEWS FROM THE CAPITAL CITY HAS ADDED ANOTHER GOLD MEDAL TO HIS TROPHY CASE THIS PAST WEEK AS HE WON THE 10 KILOMETER RACEWALK TO WIN THE **WORLD MASTERS** CHAMPIONSHIPS IN THE 55-59 AGE GROUP. MATTHEWS, ALSO WON THE 5K CHAMPIONSHIP WITH A TIME OF 46 MINUTES, 55 SECONDS TO BEAT OUT HIS CLOSET RIVAL BY 2 1/2 MINUTES. MATTHEWS' TIME ALSO ECLIPSED THE PREVIOUS AMERICAN RECORD SET IN 1998 BY JAMES CARMINES.

9. KBGF-NBC GREAT FALLS, MT, MARKET RANK: 190  
JUL 14 2011 6:00PM CT  
Evening News

Nielsen Audience: 1,084  
Calculated Ad Equivalency:  
\$70  
Calculated Publicity Value: \$210  
30-Second Ad Equivalency: \$45



**[\*\*06:21:51 PM\*\*]** [Preview Clip](#) DURAN CAFERRO-JUNIOR CAFERRO'S FATHER COACH-I CLEARLY BELIEVE HE'S NOT THE STRONGEST 141 POUNDER, BUT WHEN ALL IS SAID AND DONE, I THINK HE'LL BE THE MOST SKILLER AND WILL BE OUR REPRESENTATIVE. 8 BOXERS HAVE QUALIFIED FOR THE OLYMPIC TRIALS AT 142 POUNDS DOWN IN MOBILE, ALABAMA NEXT MONTH 1 WILL MAKE IT, SO BEST OF LCUK TO JUNIOR CAFERRO. JONATHAN MATTHEWS FROM THE CAPITAL CITY HAS ADDED ANOTHER GOLD MEDAL TO HIS TROPHY CASE THIS PAST WEEK AS HE WON THE 10 KILOMETER RACEWALK TO WIN THE **WORLD MASTERS** CHAMPIONSHIPS IN THE 55-59 AGE GROUP. MATTHEWS, ALSO WON THE 5K CHAMPIONSHIP WITH A TIME OF 46 MINUTES, 55 SECONDS TO BEAT OUT HIS CLOSET RIVAL BY 2 1/2 MINUTES. MATTHEWS' TIME ALSO ECLIPSED THE PREVIOUS AMERICAN RECORD OF 49:80, SET IN 1998 BY JAMES CARMINES.

10. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 13 2011 4:30AM PT  
KCRA 3 Reports at 4:30am

Nielsen Audience: 23,692  
Calculated Ad Equivalency:  
\$273  
Calculated Publicity Value: \$819  
30-Second Ad Equivalency: \$200

**[\*\*04:28:55 AM\*\*]** [Preview Clip](#) THE FAMILY OF BETTY FORD WILL ACCOMPANY HER BODY FROM CALIFORNIA TO MICHIGAN TODAY, WHERE SHE WILL BE LAID IN REPOSED IN HER HUSBAND'S MUSEUM. THE US WOMEN'S SOCCER TEAM PLAYS FRANCE AND THE WORLD CUP SEMIFINALIST THIS MORNING. THE **WORLD MASTERS TRACK** AND FIELD CHAMPIONSHIPS CONTINUE. TONIGHT, AND THE FINALS OF THE VALLEY APPRENTICE. THE SON OF DONALD TRUMP WILL BE IN ATTENDANCE.

11. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 12 2011 5:30AM PT  
KCRA Reports at 5:30am

Nielsen Audience: 47,804  
Calculated Ad Equivalency:  
\$672  
Calculated Publicity Value: \$2,016  
30-Second Ad Equivalency: \$650

**[\*\*05:44:47 AM\*\*]** [Preview Clip](#) YESTERDAY THEY TRIED TO FIGURE OUT SPINE INTO HOW FAR OFF THERE REALLY ARE FROM EACH OTHER. 5:45, NOW LOOK AT SOME THINGS HAPPENING IN THE SACRAMENTO AREA AND CENTRAL VALLEY TODAY. THE **WORLD MASTERS TRACK** AND FIELD CHAMPIONSHIPS WILL CONTINUE AT HORNET STADIUM FOR DOZENS OF EVENTS. AND AT LAND PARK FOR THE 10 K ROAD RACE. THE MODESTO NUTS RETURN HOME TO OPEN A SERIES WITH THE INLAND EMPIRE 66 YEARS AT JOHN THURMAN FIELD AND 7:00.

12. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 12 2011 4:30AM PT  
KCRA 3 Reports at 4:30am

Nielsen Audience: 23,692  
Calculated Ad Equivalency:  
\$280  
Calculated Publicity Value: \$840

30-Second Ad Equivalency: \$200

**[\*\*04:29:03 AM\*\*]** [Preview Clip](#) HE HAD BEEN THE TARGET OF MANY ATTEMPTS DUE TO CORRUPTION. TEMPERATURES EXPECTED TO CLIMB NEAR 100 DEGREES IN GEORGIA, ALL THE WAY TO CONNECTICUT'S. SOMETHING'S HAPPENING AROUND THE AREA AND IN YOUR NEIGHBORHOOD, THE **WORLD MASTERS TRACK** AND FIELD CHAMPIONSHIPS CONTINUE AT HORNET STADIUM FOR DOZENS OF EVENTS AND AT LAND PARK FOR THE 10 K ROAD RACES. THE MODESTO NUTS RETURN HOME TO OPEN A SERIES AGAINST THE 66ERS AT JOHN THURMAN FIELD. THE SACRAMENTO CAPITALS WILL PLAY THE KANSAS CITY EXPLORERS, FEATURING THE BRYAN BROTHERS AT 7:30 TONIGHT AT SUNRISE MALL.

13. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 10 2011 8:00AM PT  
KCRA 3 The Morning News

Nielsen Audience: 62,241  
Calculated Ad Equivalency:  
\$5,288  
Calculated Publicity Value: \$15,864  
30-Second Ad Equivalency: \$950

**[\*\*08:53:24 AM\*\*]** [Preview Clip](#) TAKING A LEAP ON THE BACK OF THE NET BY ALISON STEARNS. THE CALIFORNIA STORM HANGS ON TO BEAT THE WEST COAST WILDCATS. THE **WORLD MASTERS TRACK** AND FIELD CONTINUES IN SACRAMENTO. OF THE 5000 WORLD CLASS ATHLETES ON TEAM USA, THERE ARE FORMER OLYMPIANS COMPETING FEATURING THE MEN'S 45 YEAR-OLD DIVISION WELCOME BACK.

14. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 10 2011 7:00AM PT  
KCRA 3 The Morning News

Nielsen Audience: 50,247  
Calculated Ad Equivalency:  
\$1,387  
Calculated Publicity Value: \$4,161  
30-Second Ad Equivalency: \$800

**[\*\*07:54:14 AM\*\*]** [Preview Clip](#) SIDELINED BECAUSE OF FOOT INJURIES, SHE WAS BACK IN ACTION LAST NIGHT, BRINGING A FINAL SCORE OF 31-16. THE CALIFORNIA STORM POSTED THE WEST COAST WILDCATS WITH A BOOST TO THE BACK OF THE NECK. THE STORM GOES ON TO BEAT THE WILDCATS WITH LORETTA SCORING FOR THE **WORLD MASTERS TRACK** AND FIELD CONTINUING IN SACRAMENTO. ATHLETES RUNNING, THROWING, JUMPING ON TEAM USA. SPRINTERS IN THE MEN'S 45, 10.

15. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 9 2011 11:00PM PT  
KCRA 3 Night Team

Nielsen Audience: 98,469  
Calculated Ad Equivalency:  
\$2,750  
Calculated Publicity Value: \$8,250  
30-Second Ad Equivalency: \$2,500

**[\*\*11:25:41 PM\*\*]** [Preview Clip](#) THIS BOOT TO THE BACK OF THE NET. THEY BEAT THE WILDCASTS. THE **WORLD MASTERS TRACK** AND FIELD CONTINUES IN SACRAMENTO. OF THE 5000 ATHLETES COME UP 2000 ARE ON TEAM USA 2000 ARE ON TEAM USA. GALT WON THE MEN'S DIVISION.

16. KMAX-CW SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:

20

JUL 9 2011 7:00AM PT

Good Day Sacramento 7am

Nielsen Audience: 29,014

30-Second Ad Equivalency: \$400

**[\*\*07:43:01 AM\*\*]** [Preview Clip](#) BUT FIRST ASHLEY WILLIAMS IS LACING UP HER TENNIS SHOES AND STRETCHING IT OUT THIS MORNING. 33RANGING IN AGES FROM 35-101 THESE ATHLETES KNOW WHAT IT TAKES TO STAY KNOW WHAT IT ATHLETES 101 THESE AGES FROM 35-101 THESE ATHLETES KNOW WHAT IT TAKES TO STAY IN TIP TOP SHAPE. ASHLEY WILLIAMS IS IN SACRAMENTO GETTING READY FOR THE START OF THE **WORLD MASTERS** ATHLETIC CHAMPIONSHIPS. 33THANKS3TO WATCH THESE ATHLETES PARTICIPATE IN THE WMA CHAMPIONSHIPS THEY'LL BE COMPETING UNTIL JULY 17-TH.

17. KOVR-CBS SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:

20

JUL 9 2011 10:00PM PT

CBS News at 10pm

Nielsen Audience: 94,465

Calculated Ad Equivalency:

\$5,600

Calculated Publicity Value: \$16,800

30-Second Ad Equivalency: \$7,000

**[\*\*10:52:22 PM\*\*]** [Preview Clip](#) IS THE 19TH **WORLD MASTERS** ATHLETICS OUTDOOR CHAMPIONSHIPS IGNORE HIM 4800 ATHLETES AGE FROM 35 TO 101 REPRESENTING 93 COUNTRIES HERE IN SACRAMENTO INCLUDING TRAVELLING FROM VANCOUVER CANADA. DEAR GREAVED IT WAS A REASON FOR ME TO COME HERE TO COMPETE.

18. KOVR-CBS SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:

20

JUL 9 2011 5:00PM PT

CBS 13 News at 5pm

Nielsen Audience: 58,755

Calculated Ad Equivalency:

\$2,840

Calculated Publicity Value: \$8,520

30-Second Ad Equivalency: \$400

**[\*\*05:21:17 PM\*\*]** [Preview Clip](#) BOUNDS OF ATHLETES FROM ALL OF THE ARE HERE IN SACRAMENTO GOING PORTABLE TO THE **WORLD MASTERS** ATHLETIC CHAMPIONSHIPS ARE NOW UNDER WAY. PARTICIPANTS FROM MORE THAN 90 COUNTRIES ARE IN SACRAMENTO MELISSA COBRAL WITH MORE AN ECONOMIC IMPACT.

19. KDBC-CBS EL PASO, TX, MARKET RANK: 97

JUL 8 2011 10:00PM MT  
News 4 at 10

Nielsen Audience: 19,252  
Calculated Ad Equivalency:  
\$442  
Calculated Publicity Value: \$1,326  
30-Second Ad Equivalency: \$225

**[\*\*10:29:23 PM\*\*]** [Preview Clip](#) HE COMPLETED 193 LAPS FINISHING 30TH. BRAD KESOLOWSKI WON THE RACE. MEDALS SHOULD BE FLOWING THIS WEEKEND FOR SEVERAL EL PASOANS COMPETING AT THE **WORLD MASTERS** CHAMPIONSHIPS IN TRACK AND FIELD, TO BE HOSTED IN CALIFORNIA. 60-YEAR OLD PAUL PEARSON HAS COMPETED AT THE CROSS COUNTRY WORLD CHAMPIONSHIPS IN SCOTLAND IN 1977, AND WILL COMPETE THIS WEEKEND IN THE 1500M AND 5000M. 49-YEAR OLD DAVID JACKSON WILL COMPETE IN THE 3,000M STEEPLECHASE.

**[\*\*10:30:05 PM\*\*]** [Preview Clip](#) DAVID JACKSON: FOR THIS COMPETITION, I AM GOING IN FOR A THREE-WAY TIE FOR 11TH SEED, THE 11TH FASTEST IN THE WORLD GOING IN. I'VE RAN TWO PREVIOUS WORLDS BEFORE, IN 2003 AND 2009, BOTH PLACED 7TH. **WORLD MASTERS** START THIS WEEKEND IN SACRAMENTO. MMA RETURNS TO EL PASO TOMORROW NIGHT AS THE SUN CITY BATTLE INVADES THE COLLESIUM. 9 BOUTS ON THE FIGHT CARD INCLUDING 8 FIGHTERS FROM EL PASO.

20. KTSM-NBC EL PASO, TX, MARKET RANK: 97  
JUL 8 2011 10:00PM MT  
Newschannel 9 at 10

Nielsen Audience: 17,331  
Calculated Ad Equivalency:  
\$986  
Calculated Publicity Value: \$2,958  
30-Second Ad Equivalency: \$325

**[\*\*10:25:28 PM\*\*]** [Preview Clip](#) BRAD KESOLOWSKI WON THE RACE. LIKE FINE WINE SOME RUNNERS HAVE MATURED NICELY WITH AGE. SOME LOCAL RUNNERS HAVE MATURED TO THE POINT THEY CAN COMPETE IN THE **WORLD MASTERS** CHAMPIONSHIPS IN TRACK AND FIELD, TO BE HOSTED IN CALIFORNIA. 60-YEAR OLD PAUL PEARSON HAS COMPETED AT THE CROSS COUNTRY WORLD CHAMPIONSHIPS IN SCOTLAND IN 1977, AND WILL COMPETE THIS WEEKEND IN THE 1500M AND 5000M. 49-YEAR OLD DAVID JACKSON WILL COMPETE IN THE 3,000M STEEPLECHASE.

**[\*\*10:26:16 PM\*\*]** [Preview Clip](#) 49-YEAR OLD DAVID JACKSON WILL COMPETE IN THE 3,000M STEEPLECHASE. BOTH ARE HIGHLY RANKED. **WORLD MASTERS** START THIS WEEKEND IN SACRAMENTO. THE MEXICAN SOCCER FEDERATION HACLEARED FIVE OF IT'S PLAYERS FROM ANY WRONG EARLIER THIS SUMMER WHEN THE GROUP TESTED POSITIVE FOR STEROIDS DURING GOLD CUP COMPETITION. THERE WILL BE NO SUSPENSIONS AS THE FEDERATION CLAIMS TAINTED MEAT CAUSED THE FALSE POSITIVE.

21. KTSM-NBC EL PASO, TX, MARKET RANK: 97  
JUL 8 2011 6:00PM MT  
Newschannel 9 at 6

Nielsen Audience: 21,730  
Calculated Ad Equivalency:  
\$882  
Calculated Publicity Value: \$2,646  
30-Second Ad Equivalency: \$270

**[\*\*06:22:40 PM\*\*]** [Preview Clip](#) THE RACE IS JUST UNDERWAY WITH ESPN TELEVISIONING. JAMIE

STARTED IN ROW 19 IS CURRENTLY IN 32ND PLACE AVERAGING 161 MILES AN HOUR. MEDALS SHOULD BE FLOWING THIS WEEKEND FOR SEVERAL EL PASOANS COMPETING AT THE **WORLD MASTERS** CHAMPIONSHIPS IN TRACK AND FIELD, TO BE HOSTED IN CALIFORNIA. 60-YEAR OLD PAUL PEARSON HAS COMPETED AT THE CROSS COUNTRY WORLD CHAMPNSHIPS IN SCOTLAND IN 1977, AND WILL COMPETE THIS WEEKEND IN THE 1500M AND 5000M. 49-YEAR OLD DAVID JACKSON WILL COMPETE IN THE 3,000M STEEPLECHASE.

**[\*\*06:23:07 PM\*\*]** [Preview Clip](#) 49-YEAR OLD DAVID JACKSON WILL COMPETE IN THE 3,000M STEEPLECHASE. BOTH ARE HIGHLY RANKED. PAUL PEARSON/ADVANCED IN 1500M AND 5000M DAVID JACKSON/ADVANCED IN 3000 STEEPLECHASE **WORLD MASTERS** START THIS WEEKEND IN SACRAMENTO. THE LINGERIE BOWL HAS BEEN BANNED. IT SEEMS CREST HILL, ILLINOIS MAYOR RAYMOND SOLIMAN HAS BANNED THE SCANTILLY CLAD PLAYERS FROM THE CHICAGO BLISS FROM THE TOWNS ANNUAL PICNIC ON AUGUST 7TH, THE TEAM WAS SCHEDULED TO APPEAR AT A PHOTOGRAPHY BOOTH AFTER DEFEATED THE UNITED STATES EARLIER THIS WEEK THE SWEEDSH SOCCER TEAM HAS TAKEN ON A CELEBRITY STATUS.

22. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:

20

JUL 6 2011 11:00PM PT

KCRA 3 Night Team

Nielsen Audience: 99,950

Calculated Ad Equivalency:

\$1,500

Calculated Publicity Value: \$4,500

30-Second Ad Equivalency: \$2,500

**[\*\*11:14:57 PM\*\*]** [Preview Clip](#) YOU CAN SEE FIREFIGHTER PRESENCE THERE. NEW TONIGHT, AN INTERNATIONAL CONFUSION, OF SORTS. THE **WORLD MASTERS** ATHLETIC EVENTS. THEY ARE STRUGGLING TO FIND THEIR WAY AROUND TOWN. THEY SAY THE CONFUSION COULD HAVE BEEN PREVENTED.

23. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:

20

JUL 6 2011 6:00AM PT

KCRA 3 Reports at 6am

Nielsen Audience: 60,097

Calculated Ad Equivalency:

\$960

Calculated Publicity Value: \$2,880

30-Second Ad Equivalency: \$1,200

**[\*\*06:25:18 AM\*\*]** [Preview Clip](#) COM. SACRAMENTO IS AT THE CENTER OF THE WORLD'S FOR TRACK AND FIELD. SACRAMENTO AND IS HOSTING THE **WORLD MASTERS TRACK** AND FIELD CHAMPIONSHIPS. 5000 ATHLETES WILL COMPETE AS SACRAMENTO STATE THERE THE 19TH ANNUAL EVENT. THE BEST ANDIN TRACK AND FIELD WILL BE COMPETING OVER THE AGE OF 45.

24. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:

20

JUL 6 2011 6:00AM PT

KCRA 3 Reports at 6am

Nielsen Audience: 60,097

Calculated Ad Equivalency:

\$2,960

Calculated Publicity Value: \$8,880

30-Second Ad Equivalency: \$1,200

**[\*\*06:45:12 AM\*\*]** [Preview Clip](#) COMING UP ON THE TODAY SHOW NEXT, THEY WILL INTRODUCE YOU TO TYRONE CURRY AND YOU WILL FIND OUT THE SURPRISING WAY THAT HE DECIDED TO SPEND HIS MILLIONS. SACRAMENTO IS ONCE AGAIN THE TRACK CAPITAL OF THE WORLD. TODAY ALMOST 5000 ATHLETES WILL BEGIN COMPETING AT THE **WORLD MASTERS TRACK** AND FIELD CHAMPIONSHIPS. LETICIA ORDAZ IS LOOKING AT SOME OF THE EVENTS. SOME OF THESE ATHLETES ARE SO EXCITED TO ARRIVE QUACKS SACRAMENTO STATE.

**[\*\*06:45:43 AM\*\*]** [Preview Clip](#) SOME OF THEM WILL COMPLETE AND HORNET STADIUM. THE FIRST EVENT AT 7:00 THIS MORNING. THIS IS THE FIRST TIME IN 16 YEARS THE TRACK AND FIELD MASTERS WILL BE HELD IN THE USTHE **WORLD MASTERS** NEED IS FOR TRACK AND FIELD ATHLETES OVER THE AGE OF 35. SEVERAL ATHLETES COMPETING IN THEIR 80'S, 90'S, AND SOMEONE WHO'S 101 YEARS OLD. THIS IS MY 17TH WORLD'S CHAMPIONSHIP.

25. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20  
JUL 6 2011 5:30AM PT  
KCRA Reports at 5:30am  
Nielsen Audience: 47,804  
Calculated Ad Equivalency: \$585  
Calculated Publicity Value: \$1,755  
30-Second Ad Equivalency: \$650

**[\*\*05:34:36 AM\*\*]** [Preview Clip](#) NEW THIS MORNING, SACRAMENTO IS ONCE AGAIN THEY ATTRACT CAPITAL OF THE WORLD. SEVEN YEARS AGO WE HOSTED THE OLYMPIC TRACK AND FIELD TRIALS. 5000 ATHLETES FROM ALL OVER THE WORLD WILL START COMPETING IN THE **WORLD MASTERS** CHAMPIONSHIP TODAY. EVENTS WILL TAKE PLACE AT FOUR LOCATIONS OVER THE NEXT 11 DAYS. THE AMERICAN RIVER COLLEGE, SACRAMENTO CITY COLLEGE'S, GRANT PARK, AND HORNET STADIUM.

26. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20  
JUL 6 2011 4:30AM PT  
KCRA 3 Reports at 4:30am  
Nielsen Audience: 23,692  
Calculated Ad Equivalency: \$273  
Calculated Publicity Value: \$819  
30-Second Ad Equivalency: \$200

**[\*\*04:36:37 AM\*\*]** [Preview Clip](#) HORNETS STADIUM. I LOVE RUNNING. TO ME, TO BE ABLE TO BE AT THE **WORLD MASTERS**, IT SHOWS THAT RUNNING CAN BE A PART OF YOUR LIFE BUT YOU DO NOT NEED TO BE AN OLYMPIC RUNNER. IT KEEPS MY HELP UP. IT CHALLENGES MADE TO SEE WHAT I CAN DO IT AGAINST THE CLOCK.

27. KCRA-NBC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20  
JUL 6 2011 4:30AM PT  
KCRA 3 Reports at 4:30am  
Nielsen Audience: 23,692  
Calculated Ad Equivalency: \$220

Calculated Publicity Value: \$660  
30-Second Ad Equivalency: \$200

**[\*\*04:56:18 AM\*\*]** [Preview Clip](#) THE US COAST GUARD JOINS IN ON THE SEARCH FOR THE MISSING FISHERMEN OFF THE COAST OF MEXICO. SECURITY IS TIGHT IN SOUTH AFRICA WHERE THE INTERNATIONAL OLYMPIC COMMITTEE IS ABOUT TO SELECT A HOST OF THE 2018 WINTER GAMES. 5000 TRACK AND FIELD ATHLETES WILL COMPETE IN THE **WORLD MASTERS** CHAMPIONSHIP TODAY. WE ARE WATCHING FOR THAT DELTA BREEZE. SIGNS OF PICKING UP THIS MORNING.

28. KQCA-MNT SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 6 2011 10:00PM PT  
KCRA 3 Reports at 10pm

Nielsen Audience: 28,766  
Calculated Ad Equivalency:  
\$1,840  
Calculated Publicity Value: \$5,520  
30-Second Ad Equivalency: \$800

**[\*\*10:15:06 PM\*\*]** [Preview Clip](#) A SECURITY CAMERA CAUGHT A SHOT OF THE MAN WALKING DOWN THE STREET WITH THAT OUR WORK UNDER HIS ARM. SOMEONE WALKED INTO THE GALLERY TUESDAY AND WALKED OUT WITH A 1965 PICASSO DRAWING. AN INTERNATIONAL CONFUSION, SOME OF THE 5000 ATHLETES IN TOWN IN SACRAMENTO FOR THE **WORLD MASTERS** ATHLETIC OF BED. WE HAVE MORE ON WHY COORDINATORS SAY THAT THIS COULD HAVE BEEN PREVENTED. THESE ATHLETES KNOW HOW TO NAVIGATE THE TRACK, FOR SOME, THIS ISN'T OTHER EVENT.

**[\*\*10:16:37 PM\*\*]** [Preview Clip](#) NO, NO. I HAVE NO PROBLEM. THE **WORLD MASTERS** ATHLETIC CHAMPIONS THE US CHAMPIONSHIPS KICK OFF TODAY. IN NORTHERN CALLOW WOMAN CALIFORNIA WOMAN SAYS SHE HAS CHEATED DEATH. SHE SURVIVED A PLANE CRASH, OPEN HEART SURGERY, SKIN CANCER.

29. KQCA-MNT SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 6 2011 8:00AM PT  
KCRA 3 Reports at 8am

Nielsen Audience: 26,871  
Calculated Ad Equivalency:  
\$338  
Calculated Publicity Value: \$1,014  
30-Second Ad Equivalency: \$350

**[\*\*08:32:17 AM\*\*]** [Preview Clip](#) THEY HAVE BIG DREAMS OF BRINGING THE-ONE OF THE COMPETITIONS WILL KICK OFF SHORTLY. THIS IS HORNET STADIUM AT SACRAMENTO STATE. THE FIRST TIME IN 16 YEARS TO TRACK AND FIELD MASTERS WILL BE HELD IN THE USTHE **WORLD MASTERS** ME IS WERE TRACK AND FIELD ATHLETES OVER THE AGE OF 35. MANY ATHLETES ARE NEAR 80'S, 90'S, EVEN 100. THEY HELPED TO INSPIRE OTHERS TO GET FIT.

30. KQCA-MNT SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 6 2011 7:00AM PT

Nielsen Audience: 18,208



KCRA 3 Reports at 7am

Calculated Ad Equivalency: \$852  
Calculated Publicity Value: \$2,556  
30-Second Ad Equivalency: \$350

**[\*\*07:30:30 AM\*\*]** [Preview Clip](#) LOOKING LIVE FROM HORNET STADIUM. THIS IS SACRAMENTO STATE. ATHLETES GETTING READY FOR THE **WORLD MASTERS** IN TRACK AND FIELD. THEY WILL BE RUNNING A RACIST RUNNING AROUND AND A CLOT. THE-RUNNING RACES AROUND 8:00.

**[\*\*07:33:35 AM\*\*]** [Preview Clip](#) THE PRESIDENT IS NOT LIMITED TO 140 CHARACTERS. WHICH IS GOOD. SACRAMENTO ONCE AGAIN THE TRACK CAPITAL OF THE WORLD MAKE A SEVEN YEARS AFTER HOSTING THE OLYMPIC TRACK AND FIELD TRIALS, NEARLY 5000 ATHLETES FROM AROUND THE WORLD WILL BEGIN COMPETING IN THE **WORLD MASTERS** CHAMPIONSHIP. LETICIA ORDAZ JOINS US THAT ONE OF THE VENUES HOSTING COMPETITIONS THIS MORNING. GOOD MORNING.

**[\*\*07:34:14 AM\*\*]** [Preview Clip](#) MANY HAVE INSPIRING STORIES. SOME FOLKS SAY THEY DID NOT START WORKING OUT UNTIL THEY'RE 60'S. IT IS THE FIRST TIME IN 16 YEARS THE TRACK UNTIL THE MASTERS WILL BE HELD IN THE US AND THE **WORLD MASTERS** NEED IS FOR THOSE OVER THE AGE OF 35. ONE OF SEVERAL ATHLETES COMPETING AT 80'S, 90'S, AND SOMEONE WHO IS 101. THEY HOPE TO INSPIRE OTHERS TO GET FIT.

31. KTXL-FOX SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20  
JUL 6 2011 4:30AM PT  
FOX 40 Live at 4:30am  
Nielsen Audience: 9,175  
Calculated Ad Equivalency: \$357  
Calculated Publicity Value: \$1,071  
30-Second Ad Equivalency: \$100

**[\*\*04:50:36 AM\*\*]** [Preview Clip](#) SOME OF THE WORLD'S MOST FAMOUS ATHLETES WILL BE IN THE VALLEY THIS WEEK, THE **WORLD MASTERS** IS THE BEST TRACK AND FIELD ATHLETES IN THE WORLD OVER 35 YEARS OLD WILL BE ALMOST 5000 ATHLETES. SHE SET WORLD RECORDS AND WON WORLD CHAMPIONSHIPS BUT SHE IS BEST REMEMBERED FOR THIS AT THE 1984 OLYMPICS AND LOST ANGELES. THERE ARE OFFENSES SEVERAL DIFFERENT VENUES.

32. KXTV-ABC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20  
JUL 6 2011 6:00AM PT  
News 10 Good Morning  
Nielsen Audience: 13,829  
Calculated Ad Equivalency: \$357  
Calculated Publicity Value: \$1,071  
30-Second Ad Equivalency: \$325

**[\*\*06:15:48 AM\*\*]** [Preview Clip](#) THE WORLD'S BEST ATHLETES ARRIVE IN SACRAMENTO ON TUESDAY FOR THE **WORLD MASTERS TRACK** AND FIELD CHAMPIONSHIP WITH THE OPENING CEREMONIES AT HORET'S STADIUM WITH A LOT OF COLOR AND PAGEANTRY. 93 COUNTRIES WILL BE TAKING PART, MORE THAN 4800 ATHLETES WILL BE IN SACRAMENTO FOR THE NEXT 11 DAYS, THE LARGEST CONTINGENT COMING FROM THE USJUST GO TO [NEWS10.NET](http://NEWS10.NET) AND READ IT FOR

YOURSELF.

33. KXTV-ABC SACRAMENTO-STOCKTON-MODESTO, CA, MARKET RANK:  
20

JUL 6 2011 5:00AM PT  
News 10 Good Morning

Nielsen Audience: 5,995  
Calculated Ad Equivalency:  
\$200  
Calculated Publicity Value: \$600  
30-Second Ad Equivalency: \$250

**[\*\*05:26:39 AM\*\*]** [Preview Clip](#) THE FLY BALL FOR THE FINAL OUT, THE PADRES HAVE TAKEN THE FIRST TWO GAMES OF THIS FOUR GAME SERIES. 5-3, SAN DIEGO, THE FINAL. PADRES HAVE WON 12 OF THEIR LAST 15 IN ATAND-T. 3THE WORLD'S BEST ATHLETES ARRIVING IN SACRAMENTO TONIGHT, FOR THE **WORLD MASTERS TRACK** AND FIELD CHAMPIONSHIPS. 3THE COMPETITIONS BEGIN TODAY. BUT LAST NIGHT AT HORNET STADIUM, A PARADE OF COLORS, FLAGS AND COSTUMES FOR THE OPENING CERMONIES.

34. WSYR-ABC SYRACUSE, NY, MARKET RANK: 82

JUL 6 2011 5:00PM ET  
Evening News

Nielsen Audience: 54,518  
Calculated Ad Equivalency:  
\$160  
Calculated Publicity Value: \$480  
30-Second Ad Equivalency: \$150

**[\*\*06:23:18 PM\*\*]** [Preview Clip](#) JETER WILL START THE SERIES FINALE AGAINST CLEVELAND GIVING HIM ONE MORE CRACK TO MOVE CLOSER TO THE MILESTONE BEFORE RETURNING HOME. JETER HAD 2 HITS LAST NIGHT PUTTING HIM 4 AWAY AFTER TONIGHT HE'LL HAVE FOUR GAMES AT HOME IN THE BRONX TO GET IT DONE BEFORE THE ALL-STAR BREAK. AT 37 JETER IS OLD ENOUGH TO QUALIFY FOR THE **WORLD MASTERS TRACK** AND FIELD CHAMPIONSHIPS IT INVOLVES ATHLETES AGES 35 AND UP. IT JUST SO HAPPENS THAT FOR THE FIRST TIME IN 14 YEARS THE EVENT IS BEING HELD IN THE UNITED STATES. IT KICKS OFF TODAY IN SACRAMENTO, CALIFORNIA.

Report Generated:	2011/07/19 15:08:52.351 (CT)
<b>Total Story Count:</b>	34
<b>Total Nielsen Audience:</b>	967,553
<b>Total 30-Second Ad Equivalency:</b>	\$22,910
<b>Total Calculated Ad Equivalency:</b>	\$32,916
<b>Total Calculated Publicity Value:</b>	\$98,742

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PRESS RELEASE BY MASTERS MEDIA COMMITTEE ON US TEAM AT WMA  
MASTERS WORLD CHAMPIONSHIPS

FOR RELEASE: July 5, 2011

Contact: Bob Weiner, USA Masters Track Media Chair, or Khurram Abbas  
301-283-0821 or cells 202-306-1200 and 202-329-1700; [weinerpublic@comcast.net](mailto:weinerpublic@comcast.net)

**SACRAMENTO'S WORLD MASTERS TRACK & FIELD CHAMPIONSHIPS HAVE LARGEST-EVER USA TEAM JULY 6-17, 1915 of 4804 Athletes from 93 countries**

**INCLUDES OLYMPIANS AL JOYNER and WILLIE BANKS, JAZZ GREAT NOLAN SHAHEED (played lead for Count Basie, Dizzie Gillespie, Aretha Franklin, Stevie Wonder), SULLIVAN FINALIST PHIL RASCHKER (only masters athlete in history in finals—with Michael Phelps, Lebron James, Apolo Ohno), ED BURKE, 3-time Olympian and 1984 Flagbearer**

***Most events at Hornet Stadium, Sacramento State University, Sacramento, CA***

(Sacramento, CA)—The World Masters Athletics Championships to be held in - +Sacramento, CA July 6-17 – the top worldwide competition for athletes 35+ in track and field – have the largest USA team in history.

The USA team may have something of a group competition with the rest of the world, since the USA Team has 1915 athletes of the 4804 total from 93 countries; Canada is second with 215, and Great Britain third with 195.

USA stars and some persons of interest for media include Olympians **Al Joyner**, 51, Chula Vista, CA (1984 Olympic Gold medalist in triple jump, now coach at the Olympic Training Center, former triple gold medalist Florence Griffith Joyner (Flo-Jo)'s husband and coach, and triple gold medalist Jackie Joyner Kersee's brother; **Willie Banks**, 55, San Diego, CA, former world triple jump record holder and President of US Olympians; Jazz great and world champion runner **Nolan Shaheed**, M61, Pasadena, CA, who has played lead trumpet for Count Basie, Dizzie Gillespie, Aretha Franklin, Stevie Wonder, and Marvin Gaye; Sullivan Finalist **Philippa Raschker**, 64, from Marietta, GA, the only masters athlete in history to be a finalist for the top overall US athlete with the likes of open stars Michael Phelps, Lebron James, and Apolo Ohno (and she's done it twice over the last decade because of her winning 10 and 7 gold medals at recent world masters championships and setting over 100 masters world records); and **Ed Burke**, 3-time Olympian (hammer throw) and the U.S. 1984 Flagbearer.

For interviews of US athletes or more information, contact USATF National Masters Media Chair Bob Weiner trackside or at cells 202-306-1200 or 202-329-1700 or [weinerpublic@comcast.net](mailto:weinerpublic@comcast.net).

For information on the USA athletes at the meet including home towns and events, see <http://www.weinerpublic.com/2011wma.txt>

For overall meet information and event schedules, and event-age athlete listings, see the Sacramento Sports Commission (meet host) and WMA site at <http://www.wma2011.com/en/home.htm>

age	Name and home town	Indoor 2011 Nationals	Kamloops WMA 2010	Indoor 2010 Nationals	Outdoor 2010 Nationals	WMA Lahti, Finland '09
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The USA Has at least 22 current defending outdoor and indoor masters world champions participating in the meet (see chart below, thanks to USATF Masters Active Athletes Chair Mary Trotto). Many are multiple event winners who are expected to repeat.

According to the Sacramento Sports Commission and meet media director Bob Burns, top Sacramento area entrants include:

- Liz Palmer (Folsom, CA), who will be one of the favorites in the W50 sprints and hurdles;
- Kevin Morning (Roseville, CA), a former world record holder in the M45 200 meters and double gold medalist at the 1997 and 2001 WMA Championships;
- John Mansoor (El Dorado Hills, CA), the longtime race director of the California International Marathon who will compete in M55 distance events; and
- Rod Jett (Sacramento, CA), a former Hiram Johnson High School and University of California hurdler who now coaches track at Jesuit High School.

**CHART BELOW OF THE USA'S DEFENDING WORLD MASTERS CHAMPIONS ENTERED IN SACRAMENTO prepared by Mary Trotto, Chair, USATF Masters Active Athletes Committee (Note chart is only partial listing)**

35	Lisa Daley, White Plains, NY (note two age groups)	200,400, 800m	200,400m	60,200,400m	200,400,400mH	400m 400mH
40	Lisa Daley, White Plains, NY (Current age group)	200,400, 60mH	400	60,200,400m	200,400	200m
40	Lisa Valle, Albuquerque, NM	800, mile, 3000m				800,1500m, 2000SC
40	Charmaine Roberts, Beltsville, MD					400m
45	Renee Hendersen, Mechanicsburg, NJ	200,,LJ	X	60, 200, 400M	100,200M	100,200M
50	Martha Mendenall, Tacoma, WA	HJ	X	X	X	HJ
50	Carol Finsrud, Lockhart, TX	No 1 <sup>st</sup>	X	X	X	Throws Pent.
55	Rita Hanscom San Diego, CA	200,60m H, Pent	HJ, PV, LJ	X	80mH, 300mH, LJ	80mH, LJ, 300mH, Hept., PV,
55	Linda Cohen, Northridge, CA	TJ.				JT
70	Becky Sisley, Eugene, Oregon	X	X	X	X	80mH, PV, Hept.
80	Johnnye Valien, LA, CA	LJ, WT	PV, LJ	X	HJ, PV, LJ, TJ, SP	PV, LJ, TJ
	<b>Males</b>					
40	Mike Godbout, Glenwood, IA	X	X	X	X	110mH
40	Robert Thomas, Indianapolis, IN		200m	200m	200m	400m
50	Bruce McBarnette, Sterling, VA	HJ	HJ	HJ	HJ	HJ
50	Anselm LeBourne, Maplewood, NJ	X		800m	X	1500m
55	Michael Brown, Jacksonville, FL	X	X	X	Jav.	Jav.
65	Glenn Sasser, Hampstead, NC	X	X	SP	SP	SP
70	Sid Howard, Plainfield, NJ		800, 1500m	800, mile	800m	1500m
80	Gunnar Linde, Venice, CA	X	X	X	X	2000mSC

LIST OF USA ATHLETES WHO ARE DEFENDING CHAMPIONS FROM THE LAST WMA CHAMPIONSHIPS IN LAHTI, FINLAND 2009 AND THEIR PERFORMANCES AT OUR INDOOR AND OUTDOOR CHAMPIONSHIPS SINCE 2009 ALONG WITH THE WMA INDOOR CHAMPIONSHIPS IN KAMLOOPS (X = THEY DID NOT COMPETE OR NA = NO 1<sup>ST</sup> PLACE. THESE ARE ONLY 1<sup>ST</sup> PLACE PERFORMANCES. Women followed by Men

The following USA athletes did not compete at the 2009 World Championships in Lahti, but their performances for this past year are noteworthy. Placing 1<sup>st</sup> in the following Nationals.

	Name	2011 Indoors	Kamloops	Indoor 2010 Nationals	Outdoor 2010 Natl.	Lahti finland
50	Oneithea Lewis, NY,NY	SP, WT, SWT	X	SP, WT, SWT	SP, HT, WT THROW PENT.	X
55	Kathy Martin, Northport, NY	800, mile, 3000m	800,1500, 3000m	800,1500, 3000m	800, 1500, 5000,10000, 2000mSC	x
55	Kay Glynn, Hastings,IA	Competed pl.2 <sup>nd</sup>	x	60mH,HJ,PV, LJ,TJ, HEPT.	HJ,PV, DECA	X
60	Phil Raschker, Marietta, GA	60mH, PV, LJ,TJ	200,400,60mH, PV,LJ, TJ,		80 & 300mH, 400, PV,LJ,TJ	x
65	Nadine O'Connor, Del Mar, CA	60mH, LJ, Pent.	X	X	200, 80mH, HJ,LJ, SP. DT	X
70	Carol Young, Marietta, GA	SP, WT, SWT		60,200,400, WT, SWT	WT,SWT, THROW PENT. ,	X
70	Carol Young, Northridge, ,,	SP,WT,S WT	X	X		
70	Kathy Bergen, LaCanada, CA	HJ, 60m	X	60,200M, HJ,	100,200, HJ, DT	X
75	Chrystel Donley,	X	HJ, LJ, PENT	HJ, SP, HEPT	HJ,SP, JT, HEPT	X
75	Flo Mailer, Shelburne, VT	Pent. , PV, 60mH, HJ,	X	60mH, PV, LJ, TJ	80mH, 200mH, PV. DT, HT	X
7	Audry	LJ, TJ	X	60.200,400,	LJ.TJ	X

5	Lary, Fredricks, MD	SWT				
9 5	Betty Jarvis, Alberdeen, NC	SP,WT	X	SP,WT, SWT	WT, SWT, THROW PENT	X
3 5	Alfee Pettes	X	60,200m, LJ	60m, LJ	LJ	X
4 0	Nick Berra Enola PA					
5 0	Mike Wallar, Fed Way, WA		60,200,400 m	X	400m	X
6 0	Bill Collins HoustonTX	200, 400m	60,200,400 m	60,200,400m	100, 400m	X
6 0	Nolan Shaheed, Pasadena	800,mile, 3000m	X	800, mile, 3000m	800, 1500m	X
6 0	Charlie Allie Pittsbg, PA	X	X	60,200, 400m	100,200,4 00m	x
6 5	John Altendorf CorvallsOR	X	PV		PV	X
9 5	Leland McPhie, SD, CA	TJ, SP, WT, SWT.	X	60M,HJ,LJ,T J, SP, WT, SWT	100M, HJ, LJ,TJ, SP, WT, SWT.	X

Other notable names: Olympians Ed Burke is a world class thrower and Willie Banks a jumper – see text

**NOTE-- OLDEST known record holders entered in Sac to date: Leland McPhie and Betty Jarvis**

Charts prepared by Mary Trotto, Chair, USATF Masters Active Athletes Committee

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Source: USATF National Masters Media Committee