



MTF Media Committee Annual Report

A Presentation of Media Coverage at the
Boston, Kamloops, and Sacramento
Masters Championship 2010 Track Meets

Report Prepared by Robert Weiner, Chair

Masters Media Committee Members

Bob Weiner, Chair; Philippa Raschker, Peter Taylor, Ken Stone, Dave Clingan, Harry Brooks, Liz Johnson, Eric Braschwitz, John Oleski, Jay Wind, Jeff Lee, Ivan Black, Andrew Hecker; Honorary Member Randy Sturgeon

2010 Media Accomplishments

- More than 300 stories including 40+ features on current U.S. indoor and outdoor world champions, dozens of U.S. Olympians now masters, and other stars
- We have created a system and form for athletes who participate in the national meets to call their home town press and build coverage there as well
- Thanks to all who helped develop the basis of the terrific coverage for another year, coverage which hopefully inspires many others to join masters track and field as athletes, organizers, and sponsors.
- The media committee works hard to get the word out on the mission of the MTF program for lifetime fitness and health through regular exercise, training, and competition, with the incentive of MTF age-groups at sanctioned track and field meets.

MTF Championships Local Video and Print Media Coverage in 2010

Major Print Coverage

- Kamloops Daily News (7 features)
- The Boston Globe (2 features)
- The Boston Herald (4 features and photos)
- The Sacramento Bee (5 features)

Major Video Coverage

- ABC (Kamloops, Sacramento)
- NBC (Sacramento)
- CBS (Sacramento)
- Fox (Sacramento)

Coverage Generated at 2010 Masters Championship Meets

Indoor Nationals, Boston:

[Selected Press Coverage, Boston](#)

Worlds, Kamloops:

[Selected Press Coverage, Kamloops](#)

Outdoor Nationals, Sacramento:

[Selected Press Coverage, Sacramento](#)

Website compilation:

[Masters Page](#)

Selected Photos from
2010 Masters
Championship Meets
Used by Media

BOSTON Herald

Sunday, March 28, 2010

Banks cashing in on triple crown



CHRIS KALAFARSKI PHOTO COURTESY OF USA TRACK AND FIELD

BAR EXAM: Hall of Famer Willie Banks, 54, clears the bar in the high jump yesterday at the U.S. Masters Championships at the Reggie Lewis Center.

The Boston Globe

Sunday, March 28, 2010

What they were thinking?

Ralph Maxwell, 90, of Alamo, Texas, doing the long jump during the pentathlon





Thursday, March 11, 2010

Sterling Lawyer Wins High Jump World Championship in Kamloops



KAMLOOPS
The Daily News

MARCH 3, 2010

Nolan Shaheed finds rhythm in athletics



KEITH ANDERSON / THE DAILY NEWS

NOLAN RASHEED, who is competing for the United States at the World Masters Indoor Athletics Championships this week, practises the cornet outside his hotel room Tuesday. Rasheed, who is from Pasadena, will be running in the 800- and 1,500-metre races.

KAMLOOPS
The Daily News

MARCH 3, 2010

Phil Raschker masterful on the track



KEITH ANDERSON/THE DAILY NEWS
PHILIPPA RASCHKER is a legend
in the world of Masters Athletics.

THE SACRAMENTO BEE



Masters Meet: Banks Now Competes for Love of Sport
MONDAY, JULY 26, 2010



THE SACRAMENTO BEE



At Age 96, Golden Years Shine with Gold Medals for Leland McPhie
Sunday, July 25, 2010



THE SACRAMENTO BEE



SOUL VERSUS SOLE – Why Choose?

Nolan Shaheed has Proved to be a World-Class Musician and Runner

FRIDAY, JULY 23, 2010



THE SACRAMENTO BEE

Phil Raschker Stars in Masters Track and
Field

SATURDAY, JUL. 24, 2010



From:

The New York Times Magazine

11.28.10

In Kamloops, Kotelko jumped 5.5 feet to trump her own indoor long-jump world record. Afterward, the sexagenarian pentathletes took to the pit. Among them was Philippa (Phil) Raschker, a 63-year-old from Marietta, Ga., legendary on the masters track circuit. Raschker holds, or has held, more than 200 national and world records — sprints, jumps, hurdles. She was competing in nine events in Kamloops. (This despite being pretty much exhausted from working late into the night filing clients' taxes for days on end. She's an accountant; it was March.) When I first saw her high jumping, from a distance, I thought she could have been 25. You could see, below her stretch top, the six-pack. But it wasn't how Raschker looked that arrested; it was the way she moved. Raschker Fosbury-flopped over the bar like water pouring from a jug. The flop allows you to jump higher than other methods do because your center of gravity never actually clears the bar. But the severe back arch demands a suppleness that's alien to the aging body, which is why pretty much no one over 65 does it. Kotelko was already too old to flop when she took up track at age 77. Instead, she sort of bestrides the bar. Her world record of 2.7 feet is just a little higher than the superfoamy mat. Overall, Kotelko's high jump gives the impression of someone taking a run at a hotel-room bed.

TV Coverage

Last night, in his state of the sport speech to all of us, CEO Mike McNees said, “How we do on TV is vital to the outside world...Its estimated value and ratings are important to sponsors.”

USA National Masters Track and Field Outdoor Championships

Sacramento: July 22-25, 2010

Metro Monitor News Tracker Report

Report Generated: 2010/09/02 14:04:59.035

Total Story Count: 12

Total Nielsen Audience: 708,648

Total Calculated Publicity Value: \$274,191

Selected Video from 2010
Masters Championship Meets
Used by Media

<http://www.youtube.com/watch?v=grztCj8dM2k>

What is Next for 2011

One area the media committee would like to see more of is organizers making use of the good coverage as a way to entice additional major and minor sponsors of our meets, from national championships to regional and local events. The potential is enormous. We will be working with John Oleski, MTF Marketing Subcommittee Chair as well as a media subcommittee member, in this effort.

Thank You

The Subcommittee has received enormous help from Pete Taylor, Ken Stone, Phil Raschker, the other media committee members, the Games Committee under Chair Jim Flanik and help from Rex Harvey, the Active Athletes under Chair Mary Trotto, MTF Treasurer and strong media supporter Carroll DeWeese whose World and American record-keeping at the finish line are an important part of the press story each day, the LOC's and USATF's national office (thanks especially Jill Geer and Tom Surber and enthusiastic support from USATF President Stephanie Hightower), Regions and Invitationals Chair Mark Cleary, and wonderful support from MTF Chair Gary Snyder and Vice Chair Robert Thomas.

Media Coverage in 2011

We look forward to generating more media coverage next year at the Indoor Nationals in Albuquerque, the Outdoor Nationals in Ohio, the U.S. Team at the Worlds in Sacramento, and other special meets, invitationals, and events.