Expanding the area of what is possible

In Track & Field Distance Running & Competent Self-Care in medicine and psychology

TheETG track & field promotions project

TheETG Training Packets

**Mission:** Expand the area of what is possible for human performance in distance running. One of TheETG methods of achieving that is to proliferate applied science based information by way of -free- packets containing plain language info for "the average joe" seeking to move themselves or others forward.

**As you continue to acquire and apply more information** you continue to expand the area of what is possible.

The functioning of brain cells, muscle cells, blood cells, -all cells- are governed by the laws of nature. The laws of nature -are- the underlying mechanisms of how everything works. The laws of nature that control human cellular function are -not- governed by your chosen belief system or the dogma you have been indoctrinated into, or the dogma you refuse to set aside.

“Nature, to be commanded, must be obeyed.” —[Francis Bacon]

Data-less conclusions founded upon faulty assumptions are the mother of all screw-ups. They lead to human belief systems that quickly get set in stone insuring that new information gets shouted down as pride, ego, and resistance to change supplant data, logic and reason. Put data ahead of dogma. Follow the data -not- the crowd.

“In God we trust…Everyone else must bring data.” —[W.Edwards Deming]

To be a good track coach one must **-first- be a good physiologist.**
To be a good medical doctor one must **-first- be a good physiologist.**
To be a good physiologist one must **-first- be willing to…………**
- put data ahead of dogma, follow the data -not- the crowd
- put science ahead of indoctrinated tradition
- put logic and reason ahead of faulty assumptions
- put mechanisms ahead of correlations and "risk factors"
- put critical thinking and clinical reasoning ahead of a memorized set of "if-then" statements
- read and apply large amounts of published research
- accept outcomes as the judge and jury of your work

**You may copy** any and all contents of this packet, with exception and exclusion of using such copies for purposes of producing revenue, profit, or any direct or indirect compensation.
The ETG Promotions Position Statement

In the sport of Track & Field, our choir has stopped coming to church. People that have participated competitively in our sport at some point in their lives, people who have been at some point relatively hardcore track fans, have stopped coming to our meets and stopped watching on television. There is no logic to investing large amounts of money, time, and energy into getting your sermon [major U.S. track meets] on television when there are so many empty seats in the pews [stadium seats] and even the choir [athletes, coaches, hardcore fans, etc] have stopped coming to your church.

As a sport we must set a strategy that has as its first priority, to simply get the choir back in the pews before we venture out to bring in new church members. There are several million members of the choir out there to get back in the pews. Lets win them back. That in-and-of itself will move our sport most of the way to "butts in the seats" and TV viewer levels that put our sport in the ballpark of the numbers produced by the major sports in the United States.

Lets preach to the choir -first- to keep our energy focussed within our circle of influence. We need to focus all energy on doing better for those who are already in the pews now. Perfect that specific message [put on track meets that serve track fans] that results in getting all prior members of the choir back in the pews. Once we've done that, then we can look to expand the size of the congregation.

The do's and don'ts of The ETG Track & Field Promotions

-- create and maintain name recognition and visibility of Track & Field inside the United States
-- cultivate a track community by creating effective channels of access to the sport inside Austin Texas
-- print media drives television media. Get fans to track meets....then....get the track meets on television.
-- focus all efforts --first-- within our circle of influence [people that are already within the sport].....then....focus on expanding that circle of influence outward.
-- create a consistent message. Never change it. One message repeated often, gets heard.
-- promote the sport by using political campaign types of tactics. Give away sport identity and affiliation stuff for free [buttons, bumper stickers, t-shirts, key chains].
-- no racing in non-championship meets in Europe. There exists no way to promote Track & Field in the United States by racing in Europe if those meets are -not- aired on widely available, mainstream TV channels on U.S. televisions.
-- no sunglasses or anything that covers your face during races that reduces off-the-track recognizability.
-- no constant changing of colors or designs of uniforms each year that reduces recognizability.
-- no constant changing of track meet schedules. Create and maintain expectations and familiarity.
Promote growth in spectatorship of U.S track and field

As a sport we've gone many years seeking ways to improve track meet presentation, the number of track meets on television, and the number and dollar amount of sponsorships. To some degree we've put the cart before the horse.

As a sport we should --first-- set some targets to shoot for in the growth in spectatorship at our sport's major [non-relay] invitational and championship track meets and some targets to shoot for in the television ratings for those meets. The targets we set will drive the types of ideas and strategies we develop and implement to achieve improved track meet presentation, the number of track meets on television, and the number and dollar amount of sponsorships. Achieving the targets we set will increase the number and dollar amount of sponsorships, increase the number of track meets on television, and drive demand for further improved track meet presentation.

Getting our sport into the same broad "ballpark" as the top tier sports in the United States, should be a goal. And with that in mind, we will need to set targets at levels similar to what those sports achieve.

The NBA and NHL average about 20,000 "butts in the seats" per game.  
The television ratings for NFL games average about 15 - 18 million viewers.  
Professional Golf averages 20,000 - 30,000 for on its major courses.  
Track & Field is currently between 5000 - 10,000 for our major [non-relay] invitational and championship track meets.

The television ratings for NBA Championships average about 10 - 15 million viewers.  
The television ratings for Major League Baseball Championships average about 8 - 10 million viewers.  
The television ratings for PGA final day of major tournaments average about 5 - 10 million viewers.  
Track & Field is currently at 1 - 4 million.

It is reasonable and realistic for us to set and work to achieve a target of getting 5 - 10 million viewers for each of our sport’s major [non-relay] invitational and championship track meets. That gets us in the same broad "ballpark" as the NFL, NBA, Major League Baseball, and Professional Golf.

A part of the mission of 'The ETG track club is to "Promote growth in spectatorship of U.S track and field". Toward that end, we are today setting the following goals......

--- 15,000 "butts in the seats" at our sport’s major [non-relay] invitational track meets.  
--- 15,000 "butts in the seats" at each of the final 2 days of the NCAA and USA Track & Field National Championships.  
--- 5 - 10 million viewers of our sport’s major [non-relay] invitational track meets.  
--- 5 - 10 million viewers of each of the final 2 days of the NCAA and USA Track & Field National Championships.

In the sport of Track & Field, our choir has stopped coming to church. People who have participated competitively in our sport at some point in their lives, people who have been at some point relatively hardcore track fans, have stopped coming to our meets and stopped watching on television. As a sport, lets set a strategy that has as its first priority, to simply get the choir back in the pews before we venture out to bring in new church members. There are several million members of the choir out there to get back in the pews. Lets win them back. That in and of itself can move our sport most of the way to the "butts in the seats" and TV viewer targets, putting our sport in the broad "ballpark" of the major sports in the United States.
Major Sports Media Days Of the Year

Avoid making major announcements to media on these days

- **January [late 20’s]** -- NFL Super Bowl
- **March [20’s/30’s]** -- NCAA Basketball Tournament
- **April 1** -- “Opening Day” for Major League Baseball
- **April [20’s]** -- PGA Masters Golf Tournament
- **April [20’s]** -- NBA Playoffs, NHL Playoffs
- **June [early]** -- NBA Championships
- **June [mid]** -- U.S. Open Golf Tournament
- **July [early]** -- Wimbledon Tennis Tournament
- **October** -- Major League Baseball Playoffs & World Series
**TheETG Track & Field Promotions Plan**

**“This Is Track & Field” Promotional campaign**

--- run like a political campaign.....bumper stickers, t-shirts, tv ads, etc

<table>
<thead>
<tr>
<th>TheETG promotions project &quot;This Is Track &amp; Field&quot;</th>
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<tbody>
<tr>
<td>May 1 of each year, concentrated repetitive saturation direct mail to targeted locations in Austin</td>
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<tr>
<td>-- large white envelope.....with a printed &quot;Track &amp; Field&quot; logo</td>
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<tr>
<td>-- bumper sticker ........&quot;Track &amp; Field&quot; logo</td>
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<td>-- document ............&quot;This Is Track &amp; Field&quot;</td>
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<tr>
<th>TheETG booth at Expos [Austin Marathon, Cap 10k]</th>
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<td>t-shirts ..........&quot;Track &amp; Field&quot; logo</td>
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<th>TheETG annual media tour</th>
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<tr>
<td>-- annual meetings of U.S. Track &amp; Field Writers Of America [NCAA indoor Championships]</td>
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<tr>
<td>-- ESPN headquarters</td>
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<tr>
<th>TV Commercial [This Is Track &amp; Field]</th>
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<tr>
<td>May, June, July, August</td>
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<tr>
<td>local news stations...........sports segment of the local news broadcasts [evening &amp; night]</td>
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<tr>
<td>ESPN Longhorn Network.....Longhorn Extra</td>
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<tr>
<td>ESPN..........................Sports Center</td>
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<td>[where funding is available......Super Bowl, NBA Championship series, World Series]</td>
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**TheETG Track & Field Promotions Calendar**

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<th>January</th>
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Format of major championship track & field meets
NCAA Championship, USA Championship, World Championship

Track meet presentation. The in-person experience and the televised product. Improving and simplifying the presentation of our sport, particularly at the championship level is necessary over the long term as our sport continues to grow in quality and depth at the professional level. Over the long term, as much as we’ve resisted in the past, at some point we’re gonna have to move to a format for our major championship track & field meets where we place the qualifying rounds together as a group as if they’re part of a separate track meet, held earlier in the week. That, being followed by the finals on a Saturday and/or Sunday, held as if its a separate, stand alone track meet.

I'm proposing a quarter-final, semi-final, and final type of format where 1 or 2 days is designated for finals only. The quarter-final and semi-finals placed for all events in a Monday thru Thursday structure. Finals-only events such as the race walk, 10,000 meters and marathon could be spread across the weekend. Switching to a "finals-day" format provides opportunities for broadcasters to expand and deepen their coverage. And switching to this type of format inherently provides our sport with an opportunity to conduct our championship semi-final rounds as if they are a track meet unto themselves. Set apart on their own day[s] earlier in the week, providing our sport with an additional high value product to sell for tickets, television rights, in-stadium advertising, etc. And obviously in this day and age the rights to the quarter-final rounds can be sold to TV or online broadcasters.

Switching to the separate day format for qualifying rounds, semi-final, and finals provides for a better track fan experience, particularly for ticket purchasers. The track fans that purchase tickets will have a far better understanding of the product they are buying. Those that purchase tickets for finals will know that they don't have to sit through qualifying rounds of some events, waiting to get to see the finals they are really there to see. Low budget fans can more easily choose a "semi-finals day" ticket and know that they're still getting to see a high value product.

This format provides athletes and coaches an easier way to plan ahead for championship meets in every area from budgets, to tapering, to race day event prep. This format also allows athletes that are participating in more than one non-relay event to have days where they don't have a final of one event followed by the opening round of another. They can get all the qualifying rounds out of the way, have a day off, then focus solely on their event finals.

High schools and colleges in the United States should also consider moving to this type of format.

In short, at some point its gonna be necessary for us as a sport to move away from the current model that scatters finals and qualifying rounds across several days to 2 weeks, forcing fans, TV viewers, and broadcasters to be experts at schedule reading to know which finals are happening on any given day. We have an opportunity present our sport in a more logical, easier to follow manner. We should fully embrace that opportunity.
**Competition For Track & Field TV Commentators**

Track & Field in the United States fell into oblivion in the 1970's as the NFL, NBA, and MLB discovered sport promotions and sport marketing while we missed that boat and had the amateurism rules of the Olympics hanging like a ball and chain around our neck. We have over the last few years regained enough of our footing such that its now time for us to begin asserting greater influence and control over how our meets are presented on TV in the United States. The objective in that area is improvement in the TV broadcasts of our track meets in the United States.

To get that, we first need to see competition among the commentators on TV broadcasts of track meets in the United States.

For the past 10 - 20 years with few exceptions, regardless of what channel you turn on to watch a track meet or road race you've pretty much seen the same 3 - 5 commentators. There has been little or no competition in that area. They don't have to compete with people from Europe or Asia, and the number of people in the U.S. looking to get on air for track meets is highly limited.

As a sport we need to grow, encourage, and cultivate a much larger pool of people. We need commentators that can add ever increasing levels of depth to the broadcasts of our track meets. Commentators that can create a model for others to aspire to. In many business sectors competition drives improved performance of the participants. The broadcasts of track meets is not immune to that. We need competition to drive improvement.
ETG Model of Live Television Coverage of Track Meets

by Marshall Burt

As the sport of Track & Field promotes itself, meet attendance increases, and more sponsors are attracted to the sport, a new model of TV coverage of track meets can be implemented. The ETG model focuses on the target market (viewers who are already familiar with track), and viewers who can be developed into track fans. TV coverage of track meets in the U.S. over the past 15-20 years has been progressing slowly towards its own niche. Several models have been applied in the past with little success. The model used for coverage of NFL and NBA games was applied and failed. The "appeal to the casual viewer" model was applied and failed. Now that the sport itself is implementing an aggressive marketing and promotional campaign, it is time for the sport itself to design its own model for TV coverage that is specific to its unique qualities.

Complaints of the Track Fan
Most complaints track fans have had about past TV coverage were caused by things mentioned above. Specific complaints about telecasts are important to address. Never in an NFL or NBA broadcast do we see the camera on a commentator down on the field talking about something while in the background, we see the game going on (ball in play) behind the commentator. In coverage of these sports, it is assumed that the viewers want to see the game. It appears that those who cover track meets fail to make the same assumption. This concept applies to the segments taking viewers on a tour of the city in which the track meet is held, and in the placement of commercials during events while "the ball is in play". On January 1, 1994, NBC, CBS, and ABC collectively showed 7 football games within a 10 hour period, each game broadcast lasting 4 hours. We can see from the TV coverage models of golf, baseball, tennis, and auto racing that attention span of the viewer, and appealing to the average viewer instead of the fan, can be discarded as an explanation for failing to show track events in their entirety. In the past, the meet presentation appeared to be targeted at everyone but the track fan and viewers who might be converted into track fans. NFL and NBA broadcasts appear to target the football and basketball fan. The general viewer is allowed to find what he/she likes about the sport, as presented to the fan.

Are Track Meets Television Friendly?
The amount of air time required to show a meet in its entirety is similar to the NFL and NBA (2-3 hours). The NFL and NBA both have TV time outs for placement of commercials during the games. Track & Field has time (5-10 minutes) in between events for officials to prepare for the next event (running event), but field events take place simultaneously. Thus in the overall picture of a track meet, the action rarely stops. Unlike the NFL and NBA where fans see the athletes relatively often either in the newspaper, live, or on TV, many track fans and potential fans are unaware of who athletes are simply because they never see them. They don't subscribe to running magazines, don't know when meets will be on TV, and/or never see the athletes live at a track meet or anywhere else. Only in a few instances are athletes introduced on a TV broadcast of NFL or NBA games. The names and numbers on the jerseys, consistent adherence to set team colors, and high visibility and exposure the sport receives allows for this. In track, a pre-event listing of names and lane assignments is done similar to the graphic used in the early portion of NFL games outlining offensive and defensive players. In track though, the athletes may stay with one track club but they tend to wear different uniforms from one meet to the next, and from one season to the next. The color schemes and even the logos of the track clubs may change each year. The athletes wear competition numbers in most meets but the numbers assigned to an athlete changes from meet to meet. Some athletes wear sunglasses, and others change their hair styles fairly often. None of this facilitates short term identification during an event or long term recognizability.

Major Mechanisms of Track & Field Coverage
The underlying mechanism behind poor coverage of track in the past has been poor promotion of the sport. To get on TV for 2 - 3 hours like the NFL and NBA, their need be sponsors to buy commercial air time. To attract sponsors, their must be high attendance of track meets (past ETG newsletters have presented meet attendance figures for 1992 and 1993). To have high meet attendance, their must be good promotion of the sport and it's athletes. To have good promotions, their need be something good to promote. Most track fans are familiar with the past problems of getting top American athletes to compete with a high fitness level in U.S. meets. These athletes refused to compete in the meets because there was no money. There was no money because these athletes refused to compete in the meets. This cycle continued for many years. USATF is addressing these major mechanisms of promotions. Better athletes will attend U.S. meets with higher levels of fitness, thus providing something to promote. An aggressive
promotional plan is being implemented nationwide, thus
meet attendance should increase significantly over the next
one to two years. As meet attendance increases thus
displaying a rise in interest and appeal in the sport, there
will be an increase in the number of companies who wish
to promote and advertise themselves and/or their products
through our sport. This will bring an increase in TV coverage
of the sport. The increase in TV coverage will create the
need for a higher quality of coverage.
Perhaps the models to apply to increase interest, attention,
and viewership are that of Rock Concerts, major Movies,
and Broadway Plays at theatres. Contrary to what many
insist Track & Field needs, these models require no winners
and losers, no team scores, and no commercials purposely
put in to break things up in order to keep viewer attention.
These events aim themselves at their target markets. There
are approximately 100 million people in the U.S. who have
either participated in track at some point in their lives or
watched someone they know compete at a meet. There
are approximately 30 million runners and joggers in the
U.S. 1 - 2 million people participate in track each year. TV
broadcasts of track meets can be targeted at viewers who
are already track fans, and viewers who are already familiar
with the sport. The objective is to turn the target market
into knowledgeable fans. The target market can be defined
as : adult former track athletes, adult runners and joggers,
college track athletes, college students who ran track in high
school, high school track athletes, age group track athletes.

The ETG Model -- Pre-Meet Show
The objective of the pre-meet show is to present specific
information to the track fan, such as; who will be at
the meet about to be broadcast, and how fit are they; What are
the weather/performance conditions; What's going on in
the sport, performance wise (U.S. and World rankings)
show film clips of significant performances; What's going on
politically and administratively in the sport.

The ETG Model -- The Show
There are three objectives for the producer of the broadcast
of the meet itself. One: Show the meet. Two: Show the
meet. Three: Show the meet. In the longer running events,
show the top 6 to 8 finishers cross the finish line. Prior to
each event, fans want to know significant information, such
as; what is the meet record; what are current U.S. rankings
of the athletes in the field. Note World and American
Records only if someone may approach them. Following
each race -- show results 8 places deep for each event on
the bottom of the screen similar to how NFL & NBA games
show scores of other games during action of the game being
covered. Show post race interviews on a split screen or
corner box and use the remaining space to show event
results or action in another event. Show field events action
during running events by use of split screen. Things to
highlight -- show fans doing rhythmic clapping, pickup crowd
noise (place multiple microphones near the stands), use a
camera that moves at the same pace as the runners to get
overhead and side views of all running events.

Placement of Commercials
During the meet broadcast, upon return from commercial
breaks, show replays of missed field event performances,
show standings in the event, move on to the next running
event as soon as possible. Place commercials during the 3
minutes in between running events. Block
commercials before and after distance events. As for
COMMERCIALS during races, for the 3000 meter race, place
COMMERCIALS during the first 1 1/4 laps (60-90 seconds) with
no interruptions thereafter. For the 5000m, use two
commercial blocks. Place commercial during the first 1 1/4
laps, and a second just past the halfway mark of the race,
with no further interruptions. For the 10,000 meter event,
use three blocks. Place the first block just after the third lap,
the second just past the halfway mark, and the third
between laps 18-20, with no interruptions thereafter.

Major No, No's
Never show commentators on the infield talking while
viewers can see a pack of runners in a race go by in the
background behind them. Never put commercials during
races shorter than 3000 meters. Avoid focussing only on the
winner of an event. Show at least 6-8 runners cross the
finish in the 800 through 3000 meter races, and 3-5
runners in the 5000 through marathon races.
This Is Track & Field
A track fan educational document to be used to help promote the sport of Track & Field in the United States

In the United States, we tend to use the term "Track & Field" to not only refer specifically to the events on the track and field, but also to more broadly include the other disciplines of cross-country, road racing, and race walking. In Europe and Asia, the term "Athletics" broadly includes all of these. Looking only at the events on the track or the field, the easy way to get one's brain around the sport is to grasp the broad concepts upon which the sport is founded. Things are separated into two areas: field events, and running events. The field events are based simply on throwing stuff, jumping over stuff vertically, and jumping horizontally. The running events are comprised of sprints, hurdles, middle distance, long distance, and relays.

The Field Events
The field events can be categorized as throws, vertical jumps, and horizontal jumps. There are 4 things that can get thrown, a shot put, discus, javelin, and hammer. The vertical jumps require one to jump over a bar and onto a padded mat. There are two vertical jump events, the pole vault and high jump. The horizontal jumps require one to jump for distance, into a sand pit. There are two horizontal jump events, the long jump and triple jump.

Thus, for the field events, we have......

The Throws
--- shot put --- discus --- javelin
The Vertical jumps
--- pole vault --- high jump
The horizontal jumps
--- long jump --- triple jump

The Sprint Events
For the running events, understanding what distances are run in the sport is helped by realizing that the sprint events are based on running some portion or some fraction of 1 lap around the track.

For example, an event where you run 1/4 of a lap = the 100 meter dash event.
Running 1/2 a lap = the 200 meter dash event.
Running 1 lap = the 400 meter dash event.

Thus, we have the......
--- 100m --- 200m --- 400m
The 100 is generally referred to as a short sprint. The 200m and 400m are referred to as the "long sprints".

There are 2 sprint relay events as well, each designed for a 4 person team.
--- 400m relay [1 lap, with 4 people each running 100m]
This race is usually referred to as the "4 x 100m relay"
--- 1600m relay [4 laps, with 4 people each running 400m]
This race is usually referred to as the "4 x 100m relay"

The Distance Events
The final event based on some aspect of 1 lap is the 800 meter run. Running 2 laps = the 800 meter run event.
The longer races are not based on the lap of a track, but are instead based on European road distances that revolve around the kilometer.

For example, an event where you run 1 1/2 kilometers = the 1500 meter run event.
Running 5 kilometers = the 5000 meter run event.
Running 10 kilometers = the 10,000 meter run event.
Running 42 kilometers = the marathon event.

Thus, we have the......
--- 800m --- 1500m --- 5000m --- 10,000m. --- Marathon
The 800m 1500m, and 5000m events are generally referred to as the "middle distance" events. The 10,000m and Marathon are referred to as the "long distance" events.

The Hurdle Events
The hurdle events can be best conceptualized broadly by grouping them in to sprint hurdles, long hurdles, and the Steeple Chase. There is only 1 sprint hurdle event. For men its 110 meters in length, for women its 100 meters. The height of the hurdles is higher for this event than for the longer race. The long hurdles event is 1 lap around the track, 400 meter hurdles. The Steeple Chase event is 3 kilometers. In this event, one of the 5 hurdles per lap is set directly in front of a pit of water.

Thus, we have the......
--- 100m hurdles [women] --- 110m hurdles [men] --- 400m hurdles --- 3000m Steeple Chase

The Multi-events, And The Walking Events
The two groups of events that are some combination of track events and field events are the multi-events [ie decathlon, and heptathlon], and the walking events, more popularly referred to as the Race Walk.

The Decathlon [for men] consists of 10 events...
- 110m hurdles - 100m dash - 400m dash - 1500m run - long jump - pole vault - high jump - shot put – discus - javelin

The Heptathlon [for women] consists of 7 events.....
- 100m hurdles - 200m dash - 800m run - long jump - high jump - shot put - javelin

The walking events will vary in distance depending on the track meet, but at the championship meets [national, world], there will be a 20 kilometer and 50 kilometer walk for men, and for women a 10 kilometer walk.
Sources of Income For Professional Track & Field Athletes
-- Track Meet [or road race] Appearance Fees
A stipend paid to athletes for showing up and competing at a meet.

-- Prize Money
A stipend paid to athletes based on place of finish in their race or field event.

-- Sponsorships
A contract with athletes by a business entity that sponsors athletes, requires the athletes to wear uniform baring the company trademark logo, and/or wear a product made by the company [ie running shoes].

-- Endorsements
A contract with athletes by a business entity that purchases from the athletes, their individual publicity rights [ie. use of the athlete's name, photographic image, voice, etc] for use in print internet ads, or radio, and TV commercials].

-- Performance Bonuses
A stipend paid to athletes by the world governing body of the sport [IAAF] and/or a track meet director, based on performance [ie world record, meet record] in their race or field event.

-- Athlete Support Stipends
A stipend paid to athletes by a governing body of the sport [ie. USA Track & Field, IAAF, U.S.Olympic Committee] based on end of year ranking in one's event or other performance criteria.

-- Event Appearance Fees
A stipend paid to athletes by hosts of various events [ie. road race expo, kids track camp, adult running camp, etc]

Types of Track & Field Meets
In the United States, there are 3 main categories of track & field meets. These are separated based on the nature of the events offered, and the degree to which there is an elitist selection of athletes to compete.

-- Relay Meets
These are very large, very long meets that are primarily comprised of relay events. Due to the relays requiring 4 athletes each, and the fact that quite a few teams are allowed to compete, these meets tend to have thousands of athletes competing across a 2 to 3 day period. They offer a few of the individual events listed above, but the main draw are the relays. These meets are usually held fairly early in the Spring. Some of the more popular meets are the Penn Relays, Texas Relays, Drake Relays, and Mt. Sac Relays.

-- Invitational Meets
These are slightly smaller large than relay meets. Their focus is on the traditional event line-up. These meets are still large enough to take up 8 - 12 hours across a 1 to 2 day period.

-- By Invitation Only Meets
These are very small meets in terms of the number of athletes allowed to compete. Many of the athletes competing will receive appearance fees and/or prize money. Many if not most of the athletes competing will be professional athletes. The meets are usually completed within 2 - 6 hours on a single day.
Talking To The Media

News is that which is interesting

What creates interest......is news

Prepare for interviews in advance as you would for a test in a class.
Have a communication agenda. Answer all questions from the focus of that agenda; The agenda should be one that; provides information, creates interest, directs attention and behavior

Always be accessible
-- Keep appointments with reporters. Take their phone calls, and return their phone calls.
-- Remember that reporters have deadlines on clocks, not calendars.

You do not have to answer all questions asked
-- If you do not want to answer the question that was asked, answer, say “I feel uncomfortable answering that question”….or “I prefer not to answer that question”.
-- Avoid saying…..”no comment”.

Make the reporter’s job easier
-- Give reporters something in writing to take with them
-- Determine what a story is about and whether it has villains and heroes……..identify where you fit in.
If the story has two sides, make sure yours is communicated to the reporter.
-- Talk in sound bites.

Say only that which you expect to see in print
-- Communicate as though there is no such thing as…..”off the record”. Do not say something unfortunate and expect a reporter let you take it back.
-- Avoid sarcastic statements that can easily be presented outside of that context
-- Never lie, never guess. If you don’t know the answer to something……say so.
-- Avoid promising something you are likely to fail to deliver.

If you see errors made by a reporter, point them out.
-- Don’t sweat the small stuff, however do pay attention to factual errors since they are likely to be repeated.
-- Reporters make mistakes. Go to their boss only as a last resort. Avoid creating an adversarial relationship.
Post-Race Interviews

Regardless of the question asked, talk about……..

1. What your goal/objective was for the race….time wise….strategy wise

2. What were your splits, how were you positioned in the field relative to the pack

3. How did you do relative to your goals for the year, and what is your next meet/race coming up
Sponsorships.....

----- "...caution sponsors against the common practice of overemphasizing maximum exposure as the main, if not the only, objective of sponsorship. That is, sponsors that gain maximum exposure may not be sponsors that benefit the most from a sponsorship relationship."

----- "Improved consumer awareness can be beneficial to a sponsor. Still, this outcome may not automatically be converted by consumers into managerially meaningful affective and behavioral outcomes without accompanying strategies (by the sponsor) that help to better ensure a stronger linkage between sponsorship predictors and desirable outcomes."

----- "...exposure is important, small and less visible entities should not be disregarded as viable sponsorship opportunities due to their modest exposure potential. In many smaller-scale sponsorships, despite the natural disadvantages in exposure, the strengths in other sponsorship effectiveness factors can outweigh the weaknesses. In such cases, smaller entities may even offer a more desirable sponsorship alternative because they are typically less expensive to sponsors and may provide an improved opportunity to achieve outcomes that exceed the benefits of only improving consumer awareness levels."

----- "...significance of fit and motive in terms of their ability to influence sponsorship performance outcomes.......results from our meta-analysis confirm that these factors are the most powerful drivers of sponsorship effectiveness.

Y.Kim, et al.
Factors Influencing Sponsorship Effectiveness: A Meta-Analytic Review and Research Synthesis
Journal Of Sports Management.......Volume 29 #4, July 2015.....page 408
Mechanisms Of Sport
Promotions, Marketing, Advertising, & Public Relations
[ETG Sport Science Notes]

Sport Marketing—decide what services to create and how to put them on the market, and/or how to create a market.

Sport Advertising—advertise the existence of a service/product, and advertise the service/product’s qualities price, location, and/or convenience.

Sport Promotions—create and promote an image and a message. Create and maintain visibility.

- Create the right product, sell it at the right price, and make people want to buy it
- Market in a manner that creates a want for the product...it is easier to sell people what they want than what they need
- Identify seasonal fluctuations in customer interest and target marketing and promotions to the appropriate time periods
- Advertise the benefits of buying the product/service
- In all advertising, use words that portray action
- Put color for print advertising...to increase readership
- In print advertising, 20-30% more people will read an add if it is in quotes
- Use pictures in print advertising...to facilitate persuasion

Purchasing Risks
- Purchasing Risks—financial, physical, quality/performance, psychological, social, time loss.
- 83% of perceived risk = quality/performance risk, financial risk.
- Consumers view services as riskier purchases than products due to increased variability as compared to tangible products. Services are considered involvement purchases compared to products. Services with the lowest amount of involvement have the highest number of available brand names, “evoke
- A small number of evaluative criteria are used to choose the particular service provider or from the others.
- “Awareness precedes Choice”. Consumers form available brands from the one’s they have stored in memory. One must build awareness, image recognition first, before influencing the consumers final choice.
- advertisements that emphasize price, may reduce the perceived level of expertise and increase the perception of risk.
- dimensions of service quality perception that influences intention to purchase a service
  - responsiveness
  - assurance
  - empathy
- degree of congruence between a brand’s image and the consumer’s self-image, affects the consumer’s purchase intentions
- people act in ways that maintain and enhance their self-concept

Rules of Marketing, Advertising, Promotions
- It is easier to sell people what they want than it is to sell them what they need
- Pictures facilitate persuasion
- Consumers prefer advertising that helps in decision making
- Ad informativeness is the single factor most strongly correlated with overall advertising value
- Provide information that differentiates a brand from its competitors
- Information in an Ad: price, quality, performance, components, availability, new ideas presented/new concept
- Promote to your target market first, then to the general public.
- Advertise the benefits of buying the product/service.
- Advertise consistently over a long period of time
- Get a consistent message and never change it.
- In your advertising, use words that portray action
- Make your advertising informative
- Identify consumer needs, then design the critical word cues to communicate these characteristics
- Position consistently.
- Stay out ahead of the media. Send out “flash fax” on what to look for the next day at the meet.
- Consumers have to know exactly what to expect if they were to choose to purchase your service/product.
- Create interest, create a powerful image, and create visibility.
- Identify individual customer markets and target a specific plan for each market.
- Identify seasonal fluctuations in consumer interest in the product/service and target for that time period
- Avoid expanding your brand name onto products that are incongruent with your name (line extension).
- Communicate the emotional benefit
- Rational appeals are more effective than emotional appeals
- Headlines.....benefit =
  - makes a promise to the reader
  - provocative.....stimulates reader’s curiosity
  - news information....provides news, promise information
  - question.....asks readers a question that is answered in the ad copy
  - command.....orders reader to do something
- Price information gives buyers a rational criterion on which to base purchase decisions
- Ad size enhances memory of ad content, and interferes with processing of information of surrounding ads.
- Large ad size tends to be more effective than small advertising space in securing attention and enhancing memory. The increase in attention is proportional square root of the increase in ad area. An advertiser must increase ad size by 4 times to double its attention value.
- Ad size affects consumers’ perception of ad costs and effort, which is used by consumers to impact perception of quality of the goods/services.
- U-shaped relationship between perceived advertising costs and brand perceptions of quality. Quality related inferences are made from perceived adver because perceived costs act as a show of advertising effort
- consumers perceive a correlation between advertising costs and product quality, or perceived costs may reflect a firm’s financial strength and ability to sell its goods and services.
Rules Of Print Advertising
- use color to attract attention [use product enhancing color]
- use product specific information
- use enhancing color in a manner that substantiates verbal claims

Corporate Sponsorships
— Sponsorship is a form of promotion.
— Sport generates excitement and emotional attachment among consumers.
— This attachment makes consumers more susceptible to product-based messages and other marketing. Sport sponsorship is a way to reach beyond clutter, and differentiate one company’s products from those of its competitors.
— By associating its name with an event a company can share in the image of the event itself.
— Sponsorship can enhance corporate identity, awareness, and/or image. It may also enhance brand identity, awareness, and/or image.
— Influencing consumer’s perceptions is supposed to be the point of investing in sponsorship. The two major objectives of most sponsorship are enhancement of corporate image, and enhancement of brand image.
— Companies should attach their names formally to the titles of the events they sponsor [become a “title” sponsor]. Companies that use corporate sponsor better public images than ones that do not, and it makes little difference what type of event is sponsored. The effects of sponsorship may eventually wear time as the name of the event and title sponsor fade in the consumer’s memory.
— To get corporate sponsors, a person/team/event must be recognizable to a large number of consumers within the target market. The target market must be
— Philanthropy is no longer a corporate reason for selecting sponsorship opportunities. They expect sponsorship to offer exclusivity, opportunities to increase awareness, and to reinforce company image. Particularly interested in targeting specific market segments in order to increase sales. Sport organizations through how they can fulfill these objectives will maximize their ability to attract sponsorship support.
— The number of sport and other groups seeking support far exceeds the supply of sponsors. Organizations need to differentiate their organization hundreds of other sponsorship applicants looking for some corporations annually.
— Awareness—exposure—media coverage—increased sales
— Sport groups failing to provide these benefits may lose support of their corporate partners. Sports sponsorship is characterized by high turnover.
— Instead of expecting corporations to undertake evaluations, sport groups who can recommend criteria and undertake some or all of the evaluation will themselves in a more competitive position.
— Value is exclusively with properties that deliver loyal audiences that allow sponsors to create brand preference.
— expose brand to as many people as possible
— enhance/change brand image
— cognitive association enhances brand memory
— consumer has social alliance/identity through an athlete, to the brand or through the brand, to the athlete

Risks Of Sport Sponsorship
- failure to get adequate return on the investment
- ambush/parasite marketing of an event of athlete
- uncertainty of the execution of the event or behavior of the athlete (scandals involving athletes)

Objective criteria to rate/evaluate potential sponsorship opportunities
- exclusivity (#1 in criteria)
- name development
- risk
- timing
- reach/draw
- sales/new business
- spectator feedback
- cost-benefit analyses

Importance Ratings Of Sponsorship Selection Criteria
1. exclusivity
2. reinforce image
3. spectator targeted
4. national TV coverage
5. regional print coverage
6. local print coverage
7. regional TV coverage
8. national print coverage

Post Event Evaluation
- awareness
- exposure
- media coverage
- sales
- corporate image
- market share

Most Common Reasons For Discontinuing Sponsorship
- inadequate return on investment
- little value
- changing corporate priorities
- budget cut backs
- conflict with organizers
Public Relations........Image Development & Maintenance
-- What is the message you want to communicate during interviews?
-- Who are you, you are the message. Have a role model message.
-- Brainstorm potential questions from the press, and possible role model message responses.
-- Communicate positive answers, be positive always. Amount of positive information vs. negative information put out by you, must always be majority.
-- Maintain a consistency in the expression of identity among all publications you put out. Be proactive—create events rather than respond to eve communications, always show progress. Videos etc. should always show lots of action. Promote from within...target the customers of the sport.
-- Provide a "service" to the media/press. Establish a core group of track and field writers. Organize biographical material on each athlete, crew photographs. Develop a media information hotline. Utilize targeted mailings to people inside track and field. -- Complete a short high quality brochure videos showing your image on PBS stations, and inexpensive commercial spots.
-- For dealing with negative stories, remember that secrecy and exposure are mechanisms in the down-fall of celebrities. Openness and the consistency of and private selves may be a defense against media/press attack.

Rumor quelling strategies
-- Introduce a stimulus that deflects allegation (superior to mere refutation—direct denial). Conciliatory tone is superior to inflammatory.
-- Rumor type—breaks, induce fear and anxiety—aggressive type divides groups.
-- Two conditions necessary for a rumor to occur—rumor must be important --- reliable information or hard evidence on the topic or object must be lackin
-- Refutation of a rumor—communicator characteristics have effect on message impact. The physical attractiveness of the communicator and the similar the communicator and the communicant both have an impact on persuasiveness, etc.
-- Source credibility is based on trustworthiness and knowledge.
-- No clear difference between strategies of refuting and not refuting. Silence may be just as effective. The decision depends on the origin of the rumor. is a negative stake holder (has something to lose by starting the rumor) the no refutation is necessary. If origin is positive stake holder (has something active refutation may be the best.

TV Commercials & The Brain
-- Effect of scene duration on visual memory is very strong
-- Video scenes held on screen for 1.5 seconds or more are better recognized
-- Video scenes that elicit the fastest brain activity in the left frontal hemisphere are also better recognized
-- Left hemisphere plays dominant role for encoding episodic memory, and semantic memory retrieval
-- Right hemisphere plays dominant role for retrieval of visual memory from left hemisphere

Newspaper Statistics/Facts
-- 60% of U.S. adults read or look into a daily newspaper........30% of newspaper subscribers will read the sports section.
-- In newspapers, color ads increase readership
-- Advertising communications prepared at an eighth grade level may not be comprehended by as many as 1/3 of the U.S. population. 73 million adult An
iliterate. Consumer literacy impairs your advertising.
-- 90% of people who see the ad on paper will not read past the headline of the ad
-- There is 20-30% increase in readership of headline of the ad if it is in quotes

TV Ratings
-- there are approx 100 million TV homes in the U.S. [100.8 million]
-- each rating point = 1% of total TV homes
-- Nielsen rating point = 1,008,000 households
-- “share” = % of in-use TV’s tuned into a particular show
-- “overnight” ratings measure the largest markets.....which = 63% of U.S.

TV Ratings Stats
-- each rating point = 1% of total TV homes.....there are approx 100 million TV homes in the U.S.
-- in 2000.........Nascar averaged a 5.0 rating [across 12 races]
-- in 2000........NFL averaged 12.0 rating in 2000
-- on average, the national evening news shows get a 30.0 rating
-- The Super Bowl averages around a 40 rating

TV Statistics/Facts
-- ESPN now reaches 63 million homes.
-- 40% of U.S. households do not get cable TV
-- Consumers discount the claims of TV ads thus, TV advertising can produce poor brand attitudes. Consumers dislike repetition.
-- Consumers like informational value TV advertising. TV ads that increase informativeness, increase enjoyability of the ad by consumers.
-- 50% of TV watchers leave the room or turn the channel during commercials.
-- 11pm sportscasts typically cover 4 minutes of highlights of that night’s events, giving priority to video of just completed games. Mosst women’s stories are covered in the 4, 5, or 6pm newscasts. As much as 75% of the viewers that time are women.
-- Women make up 40% of all major network audiences of sports shows.

Statistics/Facts
-- In 1992 $150 billion was spent in the advertising industry. Efficacy is on a steep decline.
-- In 1992, retail sales of licensed merchandise from professional sport teams reached $12.1 Billion [coalition for the advanced protection of sport logos]
-- Exposure-to-purchase interval = 7 days

Track & Field Demographics
-- 2/3 of spectators have college degree
-- 50% of spectators competed at some point in their life
-- 15% of spectators currently compete
-- Largest segment of spectators are between 30 – 60 years old
-- Average income of spectators = $70,000 per year
Track & Field in the United States……

Our choir has stopped coming to church. People who have participated competitively in our sport at some point in their lives, people who have been at some point relatively hardcore track fans, have stopped coming to our meets and stopped watching on television.

As a sport, the first priority should be to simply get the choir back in the pews before we venture out to seeking new church members.

The time has come for us to do real sport promotions. Clinics for kids isn’t real sport promotions. Hosting track meets for kids isn’t real sport promotions. We’ve been there and done that. No plan that involves kids counts as real sport promotions.

Lets get on with the work of getting our choir and church members back in the pews.