TheElite Training Group track club

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.
Sport Promotions Outcome Goals

--- increase the number of butts in the seats at major track meets

--- increase quality of TV coverage of major track meets

--- increase viewership of major track meets

Mechanisms Of Goal Achievement

--- visibility of the sport

--- visibility of athletes

--- performance level at major track meets

--- presentation of major track meets
Track Meet Business Strategy for Professional Track & Field Athletes

We need to make certain that we provide a product that creates some significant level of value for the consumer.

Your performance level at a track meet is a product you provide.
Thinking broader.....the track meet is a product our sport provides.
Consumers of our product are broadcast companies.
Consumers of our product are fans at a stadium.
Consumers of our product are fans watching on TV or other screens.

We need to make certain that we provide a product that creates some significant level of value for the consumer.
Saying that again.....we need to make certain that we provide a product that creates some significant level of value for the consumer.

Our product doesn't have to be perfect.
What we need is when consumers commit to airing our product on TV or other screens; when consumers commit to putting their butts in the seats at a stadium; when consumers commit to putting their eyes on their TV's and other screens.....we need to make certain that we provide a product that creates some significant level of value for the consumer.

The consumers are the TV broadcast companies. Our objective, especially in the U.S., is for them to be willing to pay meet directors and/or USA Track & Field, and/or World Athletics for the rights to broadcast our product because it creates value for them. Overtime the objective is for them to be willing to pay more for that product because the product is of significant value to them.

The consumers are the fans in the stadium. Our objective, especially on U.S. soil, is for them to be willing to pay to experience the product, and overtime for them to be willing to pay more to experience the product because the product is of significant value to them.

Financially, the better the product, the better things will go for everybody, yourself included. The consumer's experience with our track meets will impact your wallet, purse, bank account.

We have the ability to move our sport forward.
From other sports, NFL, NBA, NHL that have long ago navigated their way through this same growth period that we have entered into.....we have examples of what to do and what not to do.
Lets move our sport forward.
Lets improve our product.
Lets grow our consumer base.
Lets grow our revenues.
Lets increase the wealth for our meet directors, athletes, and track meet officials.

Choose the meets you will pursue competing in.....with an eye towards the future.

If you are an NFL fan sitting in great seats in the stadium during a game, would it be odd to observe that all activities of kickers and punters, all field goals, all punts, and all kickoffs take place outside the stadium at a nearby venue.
Its in your financial long term best interest to care about events other than your own.

Especially for Americans competing on U.S. soil.....looking back at the end of some of your outdoor seasons, what percentage of the track meets on your schedule conducted the throwing events outside of the stadium?

Choose the meets you will pursue competing in.....with an eye towards the future.

What percentage of the track meets on your schedule each outdoor season last more than 4 hours.

What percentage last 10 hours per day for more than 1 day. To what degree are you creating value for the
consumer in producing a high level performance at a track meet where you are one of 5000 - 10,000 other athletes.

What percentage provide the consumer with the equivalent of an NFL game where all field goals, punts, and kickoffs take place at a different venue than the stadium where the consumers have gathered to experience the product.

Choose the meets you will pursue competing in.....with an eye towards the future.

What percentage of the track meets on your schedule each outdoor season take place at stadiums where the seating for the consumer is only on one side of the track.

If the percentage is high for any of the above mentioned issues, you can utilize your elevated level of awareness of these issues to reduce that percentage and/or encourage the meet directors to consider improving their product by addressing these issues. Choose the meets you will pursue competing in.....with an eye towards the future.

If the sport moves forward professionally on your watch, you and everyone else at the professional level will benefit. Thus its in your financial long term best interest to care about events other than your own. Its in your interest to care about the consumer's experience. The level of value we create for the consumer. That's the broadcaster to TV's and other screens. That's the consumer in the seats at the stadium. That's the consumers at home watching on TV and other screens.

Know your numbers, do the math....... We want more money in the sport, and we want to know a good target to pursue. We want to have metrics to measure our progression towards the target and movement beyond it.

Know your numbers, do the math. This matters because many pro track athletes believe there should be more money in the sport but stop there in their thinking on this subject. So putting first things first in knowing your numbers.....how many events for men & women are there at an outdoor USA Track & Field Championships.

Know your numbers, do the math. How many events are there or should there be, how many total athletes are we talking about for a track meet director if prize money, appearance money goes 8 to 9 people deep for both women and men in each event.

Know your numbers, do the math. What's the big picture, ballpark dollar amount for a track meet director if the prize money structure goes $100,000 for 1rst on down to $10,000 for 8th or 9th.

Know your numbers, do the math. What's the big picture, ballpark dollar amount for a track meet director if the prize money structure goes $1 million for 1rst on down to $100,000 for 8th or 9th.

Know your numbers, do the math so that we know what level of value we need to create for our consumers.

And by the way. Your endorsement clients. Do you view them as customers. Do you treat them as customers. Do you pursue creating value for them.

Or do you view these businesses as entities that owe you something simply because you exist. An entity to criticize when they drop you because your value to them is less than the cost of the check and/or gear they've been giving you. Its in your financial interest to pay attention. To create value. To contribute to moving the sport forward.
The ETG Track & Field promotions project

-- Direct Mail [every April-May, mailout to targeted addresses in Austin]

-- TheETG booth at Expos in Austin [Austin Marathon, Cap 10k]

-- TheETG annual media tour

-- TheETG TV Commercial [This Is Track & Field]

Basics Of Track & Field Sport Promotions

-- contribute to the visibility of Track & Field inside the United States

-- seek and promote track meets that serve track fans....track meets that serve track fans cultivate a track community by creating effective channels of access to the sport

-- contribute a high performance level, something for people to see when they watch a track meet in person or on TV......which helps put on track meets that serve track fans

-- 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].

-- 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.

-- Create and maintain expectations, familiarity, and recognizability.....thus, no constant changing of track meet schedules, no constant changing of colors or designs of uniforms each year, no sunglasses or anything that covers one's face during races.

-- 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.

-- create a consistent message. Never change it. One message repeated often, gets heard.
TheETG 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.
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.

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

We conduct our major outdoor [non-relay] invitational and championship track meets in venues close to the same size in seat availability as these indoor venues. Given where our sport is today, it is reasonable and realistic for us to set and work to achieve a target of getting 15,000 "butts in the seats" for our sport’s major [non-relay] invitational and championship track meets. And we should start moving in the direction of holding such meets at slightly larger venues [such as Univ. of Texas 25,000 seat track only facility]. That gets us in the same broad "ballpark" as the NBA, NHL, and Professional Golf.

The television ratings for NFL games average about 15 - 18 million viewers. 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.
Track & Field coverage on TV.

It is always appreciated by track fans when TV networks decide to abandon the 2 to 3 decades long approach of..."appeal to the average viewer" that has been kicking our sport in the crotch in TV coverage for so many years.

People will watch if there's something to watch. When you try to appeal to everybody you end up being appealing to nobody.

When you direct your coverage towards the fan, as is done with the NFL, NBA, Major League Baseball, NHL, things tend to go way better as Premiere League soccer is also demonstrating in their broadcasts into the United States.

Don't wait for vision-less people to say its possible. Make it happen and drive a big bandwagon.
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, they 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 its 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 inorder 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 informaion 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 - 5 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 commercials 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.
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
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 to 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 out 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 it’s 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 (time 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 proportionate 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 advertising effort 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 make quality 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 off 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 in 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—is increased sales
-- Sport groups failing to provide these benefits may lose support of their corporate partners. Sport 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 be 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)
- image development
- name awareness
- 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.
-- Brain storm 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.
-- Maintaining consistency is 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, cut photographs. Develop a media information hotline. Utilize targeted mailings to people inside track and field. -- Complete a short high quality brochure and advertising spots, 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 the public 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—begies, 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 similarity the communicator and the communicatee 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 somethi 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 illiterate. Consumer literacy improves 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. Most women’s stories are covered in the 4, 5, or 6pm newscasts. As much as 75% of the viewers at 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
So called "performance enhancing drugs" are prescription drugs.

Some examples of the effectiveness of prescription drugs in sport..........

"The drug erythropoietin, often called EPO......a new systemic review of existing research reveals that there is no scientific evidence that it does enhance performance, but there is evidence that using it in sport could place a user's health and life at risk."
EPO [erythropoietin] doping in elite cycling: No evidence of benefit, but risk of harm
Science Daily......December 5, 2012.

"...there is no scientific basis from which to conclude that rHuEPO has performance-enhancing properties in elite cyclists.""The use of rHuEPO in cycling is rife but scientifically unsupported by evidence, and its use in sports is medical malpractice."
J.A.Heuberger, et al
Erythropoietin doping in cycling: lack of evidence for efficacy and a negative risk-benefit.
British Journal Of Clinical Pharmacology......Volume 75 #6....June 2013...page 1406

"The over-exaggeration of the effects of growth hormone in muscle building is effectively promoting its abuse...."
"...there is the question of disinformation on rhGH....Part of this problem may, paradoxically, derive from the anti-doping authorities themselves. By ignoring the evidence the rhGH does not work in normal healthy subjects, the athletic establishment could be accused of effectively promoting its use."

"We must tell athletes the truth: growth hormone does not 'work' or at least not as they think it does and that its is associated with all kinds of immediate and long term hazards-----everything from decreased performance to cancer."
"...none of us scientists, doctors, coaches, or sports bodies should continue to suggest that this dangerous doping practice works."
M.J. Rennie
British Journal Of Sports Medicine......Volume 37 #2....April 2003....pages 100-103

"Testosterone prohormones such as androstenedione, androstenediol, and dehydroepiandrosterone (DHEA) have been heavily marketed as testosterone-enhancing and muscle-building nutritional supplements for the past decade."
"Contrary to marketing claims, research to date indicates that the use of prohormone nutritional supplements (DHEA, androstenedione, androstenediol, and other steroid hormone supplements) does not produce either anabolic or ergogenic effects in men. Moreover, the use of prohormone nutritional supplements may raise the risk for negative health consequences."
G.A.Brown, et al
Testosterone Prohormone Supplements.
Medicine & Science in Sports & Exercise.....Volume 38 #8....August 2006.....pg 1367-1537

So called "performance enhancing drugs" are prescription drugs.

Some examples of the effectiveness of prescription drugs in American medicine & health care........

"Most drugs are only effective for a small percentage of people who take them."
Michael Leavitt [U.S. Secretary of Health & Human Services 2005 - 2009]

".....the benefits that US health care currently deliver may not outweigh the aggregate health harm it imparts."
Journal Of The American Medical Association...Volume 302 #1...July 1, 2009...page 89 - 91

"It is estimated that more than 700,000 individuals are seen in hospital emergency departments for adverse drug events each year in the United States."
[Centers For Disease Control....2015]

"106,000 deaths/year from non-error, adverse effects of medications"
B. Starfeld
Is US Health Really the Best in the World
Journal Of The American Medical Association.....Volume 284 #4.....July 26, 2000.....page 483 - 485

".....1.5 million U.S. residents are harmed or killed each year because of medication errors, according to an Institute of Medicine report."
Nature Medicine.....Volume 12 #9.....September 2006.....pg 984 - 985.....News In Brief
Pursue becoming a Master Of Sport