

Communications

Area Planner(s): Cynci Calvin, Fred Baer

Strategic Goals (as stated in current Strategic Plan)

- Optimize PA/USATF web site
- Promote PA events and programs: make our sports “sexy” (more attractive to the public and to athletes)*
- Facilitate exposure for 2011 IAAF World Championships in Athletics (World Outdoor Championships)**

*, **: these have been combined; see (3) below.

I. Clarifications and Enhancements to Strategic Activities:

(1) re: website - Early October, 2010: The Communications Committee voted to move forward with allowing Thomas Vincent to set up a new website, and if that did not work out, we would sign on TSTmedia for the task. Stipulated in the plan was a website with a complete content management system that would remove the need for special software to perform updates. This would allow the sports committees to have

(2) re: website - At the January 11, 2012 Com Com meeting, it was agreed that Thomas Vincent should continue working on the new website.

(3) re 2nd and 3rd bullet points: these have been combined to one item “Promote PA events and programs and publicize PA athletes local, national and international accomplishments.”

II. Strategic Accomplishments to Date:

(1) re: website - Thomas Vincent has provided the Communications Committee Chair with regular updates and although progress is slow, the new site shows promise.

(2) re: website - In June 2011, Communications Committee Chair submitted an Associations Grant Application to USATF for up to \$2,000 to help with the new website development.

(3) re: website - Traffic is being driven back to the PA site via the Facebook page which was launched just over a year ago.

(4)) re: promoting/publicizing PA events, programs, athletes - A series of articles about Pacific Association masters athletes competing in the (PA sponsored) World Masters Athletics were written by Bob Burns, posted at pausatf.org and disseminated to media outlets.

(5) re: promoting/publicizing PA events, programs, athletes - Maura Kent provided regular updates about the accomplishments of PA youth athletes at the 2011 National Junior Olympics, that were posted at pausatf.org.

(6) re: promoting/publicizing PA events, programs, athletes - Mark Winitz continues to cover PA athletes (roads, xc and track & field) for *Cal Track & Running News*, and his stories are also posted on the very lively and well-read Running Network website.

(7) re: promoting/publicizing PA events, programs, athletes - various news items from USATF and other media outlets are regularly submitted and posted at pausatf.org

III. Revisions and Action Items:

(1) Work with Thomas Vincent on the new site and encourage him to finalize a working version for Communications Committee, the Executive Board, and the Board of Athletics to review.

(2) Encourage more membership participation in providing stories and photos for pausatf.org, Cal Track & Running News, other media outlets