

## Communications Committee Meeting 1.17.11

DAVE SHROCK'S 2-PART MOTION: both parts pass.

George Kleeman: no on 1, yes on 2 Wayne Miles: no on 1, yes on 2  
John Murray: no on 1, yes on 2 Alexander Hill: yes on 1 and 2  
Mark Winitz: yes on 1 and 2 Dave Shrock: yes on 1 and 2 No votes  
received from Therese Iknoian (At Large), Mary Woo (Masters TF),  
Fred Baer (Open TF), Thom Trimble (webmaster)

A tie! As I understand this means that I, as chair, must officially vote to break the tie. Dave, Mark and Alexander gave eloquent arguments in favor of doing what we can to promote events of particular interest to Pacific Association members that are outside our Association. On behalf of their efforts, and my own belief that this will provide a service for our members as well as much needed publicity for usatf events, I will add my vote as "yes on both measures." My earlier recommendation to vote yes on "2" and no on "1" came from the concern of too much front page clutter along with the additional work for our committee resulting from an approval process.

That said, and in order to streamline the future approval process, here are the criteria that I will propose and ask you to amend and/or approve: Events outside the Pacific Association may receive a hot list item link and links on their sports committee pages if they meet the following criteria: - They are USATF sanctioned. - They provide unique competition opportunities not available in the Pacific Association. - They do not provide a major conflict with similar events being held at the same time in the Pacific Association. - The Communications Committee Chair will make these rulings using these criteria. Appeals of the Chair's decision may be resolved by a Communications Committee vote.

ADDITIONAL ITEMS

>From Mark Winitz: Establish a budget now for paying professional writers to do features on top athletes, their accomplishments, press releases, with upcoming international events as a platform (WMA, IAAF Outdoors, 2012 Olympics). Suggestion from Cynci on how to proceed: I will check with the PA Executive Board about whether or not funding for this is available in our Strategic Plan budget.

FROM MARK WINITZ: Proceed with website remake and TSTmeida only after a careful evaluation of this company's work with other organizations, and checking with Tom Vincent on his work in this direction. Response from Cynci - I spoke with Tom about this over the weekend, and he is going to show us what he has accomplished to date. As for checking on TSTmedia - last summer I conducted a survey of seven of the company's current clients, all of whom gave positive reviews concerning reliability, customer support and ease of use. They also mentioned some lack of flexibility due to the template based system, but it was not of major concern to any of them. Since then I have worked on the makeover of the very complex California International Marathon's website, and the process has gone smoothly. Bottom line: let's see what Tom has done!

FROM THOMAS VINCENT: Note the "Power of Facebook" and keep it in mind as a platform for PA/USATF news items (650 impressions from Alexander Hill's post about the CA Track Club).

Thanks everyone!

Cynci

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Communications Committee Meeting 1.10.11

1) Motion made by Dave Shrock concerning promotion of events outside the PA, specifically throughout California, at pausatf.org, as part of a reciprocal agreement discussed by CA USATF associations at the national meeting last December. Please

review his proposal posted at this link:

<http://www.pausatf.org/data/pacomcomproposalbydavesrock.html>

Com Com Chair's Recommendation: we pass #2 but not #1. Having the link described in #2 placed on the pausatf.org calendar page covers the base of providing easy access to all California events, and the event directors themselves can post their information there without burdening association webmasters. This is a service already provided on the USATF site - but this particular link has efficiently pulled out the four CA member associations. If an individual event wishes additional promotion (i.e. "Run for the Dream" described as an example by Dave) that can be done by individual sport committees. For example - the youth portion of "Run for the Dream" would be promoted on the Youth page if approved by the Youth Communications Committee rep Alexander Hill. The precedent has been set for this by the Coaches Committee (clinics/schools statewide) and by the Masters Track & Field Committee which publishes a statewide calendar of events on their page.

2) PAUSATF 2010-2011 Strategic Plan: Review Communications Committee Involvement (pausatf.org make-over)

As a part of the Strategic Plan sessions held last September, and in order to better service our members and promote the Pacific Association, the PA Com Com considered an extensive make-over of pausatf.org to be it highest priority. This is due in large part by the all-too-frequent downtimes experienced using the current host, and the limitations the current site has for updating (special software required). I have explored several options and recommended TSTmedia.com, a company based in Minneapolis who specializes in event organization and management websites, and provides an easy to use content management system that removes the need for special software to make updates. I would like to proceed with this process, and would like to know if any of you would like to be on a subcommittee to help. The basic plan would be to: A) Sign a contract with TSTmedia to set up the new website. (\$295 one-time fee plus a \$480 annual fee for hosting

and all technical support; these funds have been approved by the PA Board of Athletics) B) Work with TSTmedia on the website layout. C) Begin data transfer (need LOTS of help with this). D) Set the goal to "go live" with the site in mid-summer, after youth track field is over.

3) California Track & Running News 2011 deadline schedule (attached): Please promote this and the following information to your committee members. As we have said over and over, the magazine would like to have contributions that are unique and relatively timeless, such as: how to articles; member profiles (clubs, athletes, coaches, officials, volunteers, etc.); against all odds stories; humorous anecdotes; history. High resolution, print-ready photos are always welcome!

4) Please submit any other suggestions/proposals at this time.