

Oregon22 World Champs Promotion Brainstorming Session

Session three – 10 April, 2022

Next session will be Monday, May 2 beginning at 5:00pmPST/8:00pmEST
meeting reminder and zoom meeting details will be sent one week before

Meeting Notes

- Links to USATF news articles with World Indoor lists, athletes, and associations:
<https://www.usatf.org/news/2022/olympians-and-world-champions-highlight-team-usatf>
USATF Facebook page has 3 video clips for Oregon 22 with three videos be embedded on association websites:
<https://www.facebook.com/watch/?v=482945043252093>
<https://www.facebook.com/watch/WCHoregon22/>
<https://www.facebook.com/WCHoregon22/videos/1549810705402868>
- World Athletics web ink for imbedding with ample resource with countdown clock to event: <https://worldathletics.org/competitions/world-athletics-championships/oregon22>
- One idea is to have each association do their own Facebook live
- Jaci White provided information to sign up for the World Wide Welcome Relay
<https://makingtracks.formstack.com/forms/worldwidewelcome>
- Virginia association is hosting a watch party at University of Richmond on last day of WC. It will be held in the stadium on the big videoboard and it will time up with the Richmond Track Club's meet that day. Ray is also scheduling a run, jump, throw event with youth as well to hopefully attract some kids to the event.
- We need to get all 56 associations engaged and we need to find a way for them to get engaged.
- Jaci White gave the idea of mentioning World Championships 2022 in the tagline of emails
- Ken in Mid-Atlantic gave the idea that some running clubs are sponsored by or associated with local running stores. Those stores could hold the live watch parties and promote it. Many have televisions or can bring in TVs and it is a bit of cross marketing for the local shop.

Actionable Items

- Association leaders should send Dave Shrock your home addresses so we may ship WC hats:
Send to aecchair@usatf.org along with what your association is doing or planning to do to promote the WC
- Can the National Office send a banner promoting WC to the 16 region championships-(Yes, it can be done)
- Create a countdown clock to Oregon 22 (on world athletics page linked above)
- Vin will find out if there is an Oregon 22 app (it is being created)
- Jay will get with Oregon 22 group to get WC fact sheet completed (attached)

- Can we add which association the athletes are in on their USATF bio?
- Create a working group to put a step-by-step guide on how to create a watch party either via zoom or Facebook Live: (Vin & Dave are working w/ the National Office)
Jacci White, Ray Funkhouse, Alex Cuzzo, Steph Irvin, and Dave Shrock will spearhead this

Addendums

1. Associations athletes list (excel sheet attached)
2. One page Oregon 22 fact sheet (pdf attached)
3. Use this link for youth clubs to sign up and be part of the Oregon WC 'Making Tracks' lead-up: <https://www.worldathletics.org/competitions/world-athletics-championships/oregon22/making-tracks>
4. Facebook promo clips:
<https://www.facebook.com/watch/?v=482945043252093>
<https://www.facebook.com/watch/WCHoregon22/>
<https://www.facebook.com/WCHoregon22/videos/1549810705402868>