



March 2018

Issue 407

**Road Race
Management
Newsletter**

NEWS

This is the Last Print Issue of *Road Race Management* Newsletter; All-Digital Starts with April 2018 Issue.

Current RRM Members were mailed a postcard last month to provide us with current email addresses. Print lovers are reminded that each issue emailed will contain a link to download a print copy. Members should white list or include the address rrmweb@rrm.com as a preferred sender in order to receive the email version. Current non-U.S. Members who were paying the \$135 Membership rate will receive three additional months of the newsletter on their current Membership.

Third Music Licensing Group Demanding License Fees from Running Events

Just two years out from event directors being pressured by **BMI** and **ASCAP** to pay music licensing fees for music played at their events, a group called **Global Music Rights** has been contacting events about paying licensing fees to them. Claiming to represent 1,300 artists including Bruce Springsteen, Prince, Beyonce, Adele and Bruno Mars, the organization is demanding a license fee set at Total Revenue x \$.001, or \$1,000 for an event with revenue of \$1 million. Jean Knaack of the RRCA, which paved the way with the first bulk licensing arrangement with BMI and ASCAP, is in discussions with the group about bringing this program under the RRCA's Group license.

IAAF Drafting Rules on Transfers of Allegiance

The new rules being considered would require a three-year waiting period before a transfer, a review panel to evaluate "the credibility of applications," evidence that the new countries are offering full citizenship rights, allowing only a single transfer during an athlete's career, and banning transfers for athletes under the age of 20. Pending a final vote in July, the current rules remain in effect.

IAAF Sets Fixed Dates for World Athletics Series Events

Of primary concern to road race directors of major prize money events: the World Cross Country Championships (held in odd-numbered years) will be the second weekend in February, and the World Half Marathon Championships (held in even-numbered years) will take place on the last weekend in March. The IAAF World Championships will take place in the last weekend in August or the first weekend in September. ■

COMMENTARY/TRIBUTE

Indoor Marathons

It seems like runners are looking for more and more opportunities outside the traditional race distances and venues these days. Two World Best times were set at the indoor marathon hosted recently by the New York Road Runners at the NYRRC Armory. The late Ken Young once held the World Best time for the indoor marathon, which prompted the Association of Road Racing Statistician's Andy Milroy to observe the following in an email:

As a former holder of the world indoor marathon record, Ken Young did so much to publicize and develop the event. It was good to see it has been taken up by the NYRRC Armory NYC indoor event in recent years with significant prize money. This weekend (17 March), Malcolm Richards set a new world best of 2:19:01 and Lindsey Scherf a new women's world best of 2:40:55. The top 6 men were under 2:30.

Ken's interest in the event has led to it becoming a competitive event, offering an opportunity for Americans to become world record holders. To add a cherry on the cake, Malcolm Richards is a San Francisco resident! *[Ken Young lived just outside San Francisco. - Ed.]*

These records in an event Ken did so much to popularize are a suitable memorial.

The fact that Malcolm Richards also finished within the ARRS time limit for inclusion in the database—sub 2:20—is fitting.

Best,

Andy Milroy, ARRS Statistician

Editor's Note: *As the former U.S. single age record holder for ages 23 and 25 for the two-hour track run, which was removed from the record books sometime in the late 1980s or early 1990s, I am hopeful that perhaps there is a future in this now long discontinued event. /Phil Stewart/*

■

BUSINESS PAGE

Altra Gains Visibility; Saucony to Show Its Age

SHOE COMPANY NEWS

Altra has introduced the **Vanish-R**, its first racing flat. The shoe features a knit upper, wide toe box, the company's signature zero drop platform and weighs a skimpy 3.9 ounces. The company has added nine new members to its Elite Team of distance runners, seven of them women.

New Balance has given \$5 million to the **University of Massachusetts-Boston** to launch a new **Sport Leadership program**. The new program has been designed to create career pathways and bring additional diversity to management and leadership positions in the sports industry.

Asics has become a global development partner of the **International Triathlon Union** and will help the Union both financially and through donations of sports equipment to help increase participation in the sport.

Saucony will mark its 120th anniversary with a number of yet-to-be-announced events in 2018.

Under Armour's 4th quarter earnings report saw a net loss of \$88 million but a 5% increase in revenue. Footwear revenue for all of 2017 was up 3% to \$1 billion, driven mainly by running and men's training.

Adidas CEO Kasper Rorsted said that 2017 adidas AG sales rose between 15-20% to over \$24.4 billion. *Footwear News* reports that growth was spurred in China and North America along with increases in its e-commerce business.

Reebok has named **Todd Krinsky** as general manager, Reebok Performance Unit. He will lead the newly created division which merges the company's running and training concerns.

MISCELLANEOUS

A company named **Routinely** will soon begin a workout clothing delivery service to any New York City hotel. Users of the service simply identify the hotel, dates of stay and clothing and shoe sizes. At check-in, a T-shirt, shorts, socks and Nike Free RN shoes will be waiting at the front desk in a duffel bag, and it can all be dropped off at check-out. The \$10 service is expected to expand to San Francisco, Los Angeles and Chicago later this year.

Race app **Kukimbe**, which assists runners in locating races across the U.S., is partnering with **RUNME**, a European race directory that publicizes races in 15 languages. The joint venture will allow Kukimbe users access to RUNME's global race directory, and visitors to the RUNME site will be able to use the Kukimbe directory.

Amby Burfoot is partnering with online coaching platform **Final Surge** to produce an interactive training program for beginning runners. Each aspiring runner will receive a plan based on their age, sex, weight and current exercise routine. An end goal of 30 minutes of continuous running is expected to be achieved within 8-24 weeks.

Meb Keflezighi will serve as ambassador and special advisor to the NYRR's charity running team, **NYRR Team for Kids**. Meb will promote and participate in a number of NYRR events and initiatives and will run alongside entrants in the TCS NYC Marathon who raised money for the team.

The **NYRR** received 105,184 applications for the drawing to gain entry into the 2018 TCS NYC Marathon, up from 98,247 applications last year.

The **Woolmark Company**, in partnership with **adidas**, will give a "Best in Class" wool T-shirt to the top 20 Boston Marathon finishers in each of the race's 13 age groups. The exclusive shirts will not be available at retail.

Run Gum is launching a Kickstarter campaign to support **Run Gum Extra Strength**, which contains 100 mg. of caffeine, twice the amount found in the original formula version of the gum. The campaign hopes to raise \$20,000 by the end of March.

Tough Mudder will add a **5K race** to more than 25 of its race weekends in 2018 to serve as an introduction to longer obstacle races. Digiday reports that Tough Mudder's Facebook Watch videos had an average of 477,000 views for each of the series' first 18 installments. The videos capture both event highlights and workout routines that help race participants ready themselves for a Tough Mudder event.

The **Peachtree Road Race** will have a red, white and blue commemorative bib number design available for service men and women who register for the race. The initiative is being done in partnership with **United Military Care**, which will be the recipient of a \$5,000 donation from the host **Atlanta Track Club**. The money will be used to promote health and fitness activities in the Atlanta-area military community.

The **U.S. Consumer Product Safety Commission** filed a complaint against **Britax Child Safety, Inc.**, alleging that 17 of the company's jogging strollers contain design defects that can result in sudden wheel detachments. Over 200 complaints have been filed with the Commission and 100 injuries reported. The Commission is asking Britax to stop distribution of the strollers, notify the public of the defect and remedy the cause of wheel detachments.

Health and well-being company **Humana** will be a **Rock 'n' Roll Marathon Series-wide sponsor** and be the title sponsor of six events. Humana will focus on showcasing how consumers, especially seniors, can live an active lifestyle at the events. ■

MILEPOSTS

Colors Fading?

- The *Canberra Times* reported that the Feb. 25 **Canberra Color Run** was cancelled due "to unexpectedly low participant numbers." Refunds will be given to all 1606 pre-entrants. The event debuted four years ago with 10,000 runners.
- The *Irish Times* reports that Florida's **Jack Gallagher**, winner of the 80-85 age group at last October's Dublin City Marathon, has yet to receive his 125 Euro prize for the win. Gallagher is understandably frustrated, but race officials explained that doping controls delayed payouts to all prize winners for 30 days, a wire transfer to Gallagher's bank account failed, and a check sent via registered mail was inadvertently lost once it arrived in the U.S. Deputy race director **Eugene Coppinger** expects the unfortunate situation to be rectified soon.
- **Grandma's Marathon** was presented "**Minnesota's Signature Event Award**" at the annual Excellence in Tourism Awards banquet for producing substantial media exposure and significant travel dollars to the state.
- Esteemed physiologist, coach, author, historian and statistician **Dr. David Martin** passed away on Feb. 28 at age 78. Martin formed the Laboratory for Elite Athlete Performance at Georgia State University in 1970, where hundreds of elite athletes were evaluated and given training direction. His *Avon Report on the Status of Women's Distance Running* helped convince the IAAF and the IOC to add a women's marathon to the IAAF World Championships in 1983 and the Olympic Games in 1984. He published over 100 articles and wrote several books, including *Training Distance Runners* and *The Olympic Marathon*. In 2006, he was instrumental in preparing the U.S. Olympic Team for the heat of Athens. Late in life, he continued to perform research, consult with athletes and write articles. ■

Can Races Deny Prize Money to Reinstated Drug Offenders?

Carlsbad Marathon Refuses to Pay Prize Money to a Previously Banned Athlete

By Claudia Piepenburg

On Sunday, January 14 this year, Mary Akor won the women's division of the Tri-City Carlsbad Marathon in Carlsbad, CA. It wasn't the first time; she won the race in 2016 as well, in a significantly faster time than 2018—2:41:24 as opposed to 2:52:42 (both finishes well off her PR of 2:33:50). But two years ago Akor won \$3000 in prize money, and this year, although \$1500 was the award for finishing first, Akor went home empty-handed.

Carlsbad Marathon Changes Policy on Awarding Prize Purse

Two years ago, In Motion Events, the company that produces the Carlsbad race, made the decision to change its policy regarding athletes who had served suspensions for doping. Akor, who was born in Nigeria and became an American citizen in 2003 (she represented the U.S. at the World Championships in Helsinki in 2005), had served a two-year suspension for doping from May 2013 through May 2015.

"We changed our policy in 2016," explained In Motion Vice-President Ellen Larson, "because we work very closely with Neil Finn [**Editor's Note:** Finn is the director of American's Finest City Half-Marathon in San Diego], and he was changing the policy for AFC. We posted the new policy on our website in June 2016." Akor was the women's winner of the AFC Half-Marathon in August 2011. After she tested positive for Clenbuterol in December of 2012, all of Akor's results between December 6, 2012 and November 5, 2013 were disqualified.

According to Finn, Mary also placed 4th at AFC in 2013 and had to vacate the \$500 prize award. Finn said that he heard about her suspension directly from Mary and her agent before the information was made public. Finn went on to say that because another AFC winner, Ezkyas Sisay, was also busted for drugs (in 2010, not the time period covering forfeited winnings) and because he had suspicions regarding some other past participants, he "...decided to ban athletes who had been previously suspended for drug use, and to also ban athletes who were represented by agents who represented banned athletes, from eligibility to win money at the AFC Half-Marathon."

Akor's winning the Carlsbad race in 2016 generated a significant amount of negative publicity, primarily on the LetsRun message boards. Commentators were following the race online as it unfolded, and were posting comments asking if a win for Akor in a marathon trials qualifying time meant that she'd be able to compete for the U.S. at the trials in Los Angeles, despite the fact that she was coming off a two-year drug suspension. Larson said that the negative publicity surrounding Mary's win that year played a part in the decision to change the prize money policy. She indicated that at least for the time being, the new policy will remain in place.

Choosing to Race Despite the New Policy

So was Akor aware of the change in policy when she entered? "Yes," Larson said. "I told her when I spoke to her at the expo." Larson explained that she talked to Akor twice. Initially she got a call on her radio from someone on her staff saying that Akor was trying to pick up her bib number, but she wasn't in the timing company's system. "She said that her boyfriend had registered her, but she wasn't registered. I went to the registration area to let her know and she left."

Akor later returned, and since everyone on the In Motion staff knew who she was, Larson was contacted a second time. "They alerted me that she was back and was going to register, so I spoke to her again." Larson said that she explained to Akor that they had changed their policy two years earlier; that she was free to register and pay the entry fee but that the new policy clearly stated that athletes who had served suspensions for drug use were not eligible for elite athlete status invitations or prize money if they decided to pay their own registration fee. According to Larson, Akor was a little upset by the news but decided to register anyway. When asked if In Motion was concerned that Akor might file a protest, Larson replied: "That's a good question. We have talked about her challenging our decision, but feel that our policy is clear and she was made fully aware of it before she ran. This is the first time we've dealt with anything like this and are doing our very best to navigate this situation."

Different Policies Depending on the NGO and Individual Event

As of late March, Akor had not filed a protest. If she does, both she and the event organizers seeking to defend their policy would find a complex maze of IAAF and USATF Rules that provide limited guidance. ([See Related Content below](#)), for a review of the rules of the IAAF, USATF, PRRO and the World Marathon Majors regarding the issue of prize payments to past doping offenders who have regained eligibility.)

Attorney Carl Sniffen, former Road Runners Club of America president and member of USATF's Ethics Committee, said that as a practical matter there could potentially be a due process argument that could apply in the court of public opinion. He explained, the "...argument is largely that one has paid the price and done the time and that any further restriction would be unfair and unjust. It can be a sympathetic argument. However, that kind of analysis generally has no application to a matter between private individuals where there is no significant state or public role." Sniffen added that his process for resolving the issue legally would be: what do the regulations and rules of IAAF and USATF say? How well is the event policy publicized so as to ensure that any athlete would have reasonable access to those policies before competing? Has IAAF or USATF been advised in advance of the more restrictive policy, and if so, have they commented? Is there anything in the sanctioning

agreement or contract that would limit the ability of the local event to set its own policies and procedures? Sniffen also said: "As a lawyer, I would like to see a paper trail on this where it is clear the athlete was aware of the prohibitions in advance, preferably something the athlete has signed. My comfort level goes up with a paper trail."

Chevron Houston Marathon and Aramco Half-Marathon Race Director Brant Kotch (also an attorney) said that Houston has adopted the same position as the World Marathon Majors, in that they will not knowingly invite any elite athlete who has served a suspension for doping. One of the last paragraphs in the Houston elite athlete contract states: "If a national or international governing body sanctions the Athlete, the sanction is made retroactive and the effective dates coincide with Houston Marathon events, the Committee reserves the right to disqualify the Athlete, and if disqualified, Athlete shall receive no fees, no payments, compensation or reimbursement hereunder, and may be liable to refund any and all sums from the race relating to his/her performance at the event *and will lose eligibility for future competitions sponsored, organized or owned by the Committee (italics added for emphasis).*" Kotch added that he thought it might have been better if Carlsbad race organizers had refused to let Akor run, rather than denying her prize money after the fact.

USATF and IAAF Respond

Jill Geer, USATF's Chief Marketing Officer, explained that, according to USATF rules, any athlete who is eligible to compete may enter *USATF national championship events*, including athletes who have served a doping suspension and have been officially reinstated and cleared to compete. She went on to say that *USATF rules do not specifically address whether a privately run event must likewise allow all eligible athletes to enter their events; these races have generally established their own criteria.* In other words: it is legal for events that are *not* USATF Championships to deny entry to athletes who have served bans and regained eligibility.

The **IAAF's** response from **Road Running Manager Alessio Punzi** was a bit more vague. Punzi stated that although the WMM events do not invite athletes who have served a doping suspension, even if the athlete has regained full eligibility to compete, he questioned the legality of someone like Justin Gatlin being banned from the Berlin Marathon if he wanted to run as a recreational runner. (Gatlin is an American sprinter who has been banned but is now eligible as a sprinter who would be running the marathon as a recreational runner.) Punzi said further that there is probably a lack of clarity in the rulebook on the topic of open versus invitational non-championship races.

The IAAF Rules do state that in order to regain eligibility after a suspension an athlete must repay any prize money that was earned from the date of suspension. Currently banned runners like Liliya Shobukova and Rita Jeptoo, who collected over a million dollars apiece in World Marathon Majors prize money, would need to repay these amounts before being allowed to compete, a policy which makes it highly unlikely they will ever compete for prize money again. The same rule would apply to Akor. It is not known if she has repaid money she earned during her suspension period.

Unanswered Questions

In Motion's decision to allow Akor to run but not pay her prize money has, at least so far, not led to a legal confrontation. But it does raise questions as to the potential legal ramifications that might arise as more individual events adopt even stricter policies regarding athletes who have served doping suspensions and have regained their eligibility. In an effort to level the playing field and keep the sport clean, have race organizers opened themselves up to potential legal challenges? That remains to be seen. Stay tuned! ■

Related Content

USATF Rules

USATF outlines its doping control rules in REGULATION 20: DOPING CONTROL in the Operating Regulations section of the *2017 Governance Handbook* (http://www.usatf.org/About/Bylaws—Operating-Regulations/2017_Governance_Handbook.aspx). These rules state:

USATF's athletes are subject to in- and out-of-competition drug testing and protocols, and USATF and its members are governed by rules prohibiting doping and doping-related offenses. The rules, hearing procedures, penalties, and reinstatement process for doping-related offenses are promulgated by organizations that conduct doping-control programs that include USATF member athletes. These organizations include, but are not limited to, the IAAF, the IOC, the USOC, the World Anti-Doping Agency (WADA), and the United States Anti-Doping Agency (USADA). These organizations also select athletes for testing, and administer the tests. These organizations' anti-doping rules and protocols are posted on the following websites:

IAAF: <http://www.iaaf.org/about-iaaf/documents/anti-doping#rules>

IOC: <https://www.olympic.org/documents/fight-against-doping>

USOC: <http://www.teamusa.org/Footer/Legal/Anti-Doping>

WADA: <http://www.wada-ama.org/en/World-Anti-Doping-Program/>

USADA: <http://www.usada.org/resources/publications-and-policies/> ■

IAAF Rules

The IAAF covers reinstatement of athletes after drug offenses in its *IAAF Anti-Doping Rules* (<https://www.iaaf.org/about-iaaf/documents/anti-doping>), Section 10.12: Conditions of Reinstatement:

10.12.1 As a condition of reinstatement, an Athlete who is subject to a period of Ineligibility must respect the conditions of Article 10.11.5, failing which the Athlete shall not be eligible for reinstatement until he has made himself available for Testing (by notifying the IAAF in writing) for a period of time equal to the period of Ineligibility remaining as at the date he first stopped making himself available for Testing, except that in the event that an Athlete retires while subject to a period of Ineligibility, the conditions set out in Article 5.8.2 shall apply.

10.12.2 Once the period of an Athlete's Ineligibility has expired, and the Athlete has fulfilled the foregoing conditions of reinstatement, then provided that (subject to Article 10.10.1) the Athlete has paid in full all amounts forfeited, and has satisfied in full any award of costs made against the Athlete by the Disciplinary Tribunal and/or by the CAS following any appeal made pursuant to Article 13.2, the Athlete will become automatically re-eligible and no application by the Athlete for reinstatement will be necessary. If, however, further amounts become due after an Athlete's period of Ineligibility has expired (as a result of an instalment plan established pursuant to Article 10.10.1), then any failure by the Athlete to pay all outstanding amounts on or before their respective due dates shall render the Athlete automatically Ineligible to participate in further International Competitions until all amounts due are paid in full.

10.12.3 Even if no period of Ineligibility is imposed, an Athlete may not participate in an International Competition while any prize money ordered or agreed to be forfeited under these Anti-Doping Rules, and/or any award of costs against the Athlete, remains unpaid, unless an instalment plan has been established pursuant to Article 10.10.1 and the Athlete has made all payments due under that plan. If any instalment(s) become(s) overdue under that plan, the Athlete may not participate in any International Competition until such overdue instalments are paid in full. ■

PRRO Circuit Policy

The Professional Road Running Organization (PRRO, <http://prro.org>) is an alliance of race directors who together organize and promote the PRRO Circuit, a nationwide series of premier non-marathon road racing events. The PRRO Circuit races share a common commitment for a drug-free sport. All the circuit events pay for elite athlete drug testing in partnership with Clearidium A/S. Drug testing takes place at every circuit event. Athletes who have served a drug-related suspension of two-years or longer and are eligible under USATF and IAAF rules can earn prize money at PRRO races, but they are not eligible for travel or lodging expenses or other invited runner benefits. ■

World Marathon Majors Policy

The World Marathon Majors, a consortium of six major marathons worldwide, bans all who have been found guilty of a doping offense from any future WMM events:

In addition to any punishment imposed by the IAAF, national federation or any national anti-doping agency or government, any runner who has been found by such body to have committed a doping offence (at any competition or out of competition) past, present or future, shall be disqualified from the Event and lose eligibility for and has been subject to a ban of 3 months or more, shall be banned from all WMM Events for life unless otherwise agreed by the WMM and be ineligible any time to receive any WMM prize money or WMM points." ■

TIPS & TRICKS

The Challenge of Spectators

By [Dave McGillivray](#)

I wrote on the *Power of Spectators* in this column in the Nov. 2017 issue of *RRM*, focusing on all the positives of attracting spectators to your event. However, there are a few areas we must consider when dealing with spectators along our course or even within the start or finish line areas of our races.

- **CROWD CONTROL** – if you direct a race with lots of spectators, it's your responsibility to manage them, too! Anticipating the most popular locations for spectator viewing is key. Just placing cones and/or rope usually has minimal impact. Many spectators will just ignore the rope and cones and stand in front of them to get a closer look. Personnel such as public safety officials and/or volunteers can only do so much. They can direct spectators to stay off the road, but eventually they will creep back. Your only hope is to use crowd control barricades or some sort of rigid fencing. Unfortunately, this then becomes a budget issue, as it can cost the race thousands of dollars. However, it is critical to have crowd control barricades in certain areas, especially at the start and the finish of your race, if you want to maintain control and provide a safe venue. While running in the NYC Marathon, I've noticed that they actually place a blue caution ribbon on both sides of the road for almost the entire 26.2 miles! That's a lot of ribbon! In some locations, spectators respected it, but ignored it in others, going under it and standing on the road. So, a combination of barricades, fencing, cones, rope and ribbon, along with personnel to enforce the restricted area, are needed. Not a perfect science, but the effort can be worth it.
- **ON BIKES, ROLLER SKATES** – it can be infuriating to see people out on your course riding alongside the race on bicycles, roller skates or any number of other contraptions! That is why it is important to request police support on motorcycles to also ride along with the race, at least with the leaders and where it is safe to do so. If someone does get out onto the course, at least the police officer can direct them to get off at the next safe location. Sometimes these are just "yahoos" trying to be cute, and sometimes these can be coaches or friends attempting to support or cheer on one of the runners. Either way, no one should be allowed onto the course who is not an official participant.
- **RUNNING ALONGSIDE LEADERS TO GET ON TV OR DISRUPT THE RACE** – for races that have live television or streaming coverage, this can be a real challenge. A race can be a reason for many gatherings and parties along the race course. After a few beverages, some people can get bold and think it would be fun to jump into the race for 25-50 yards and "try" to run with the leaders so they can get on TV. Personally, I've seen this a number of times and it can be scary. You don't know who these people are or what their intentions are. In the 2004 Athens Olympic Marathon, a defrocked Irish priest leapt out of the crowd and tackled the lead runner just three miles from the finish line, causing the racer to lose his chance for the gold. This would be devastating if it happened at one of our races, but there is only so much we can do to prevent it. Crowd control and public safety support can help but won't totally eliminate this from possibly happening. Just being aware that it is possible can better prepare you to react appropriately, however.
- **SECURITY CONCERNS** – given what is happening in the world today, security concerns are arguably the most important focus of many high-profile races. The mantra of "see something, say something" is being promoted to the general public at most races now. Additionally, many races have developed a list of prohibited items for both participants in the race as well as for spectators along the course. Prohibited items for spectators could include beverage coolers, backpacks and the like. However, enforcement of these policies is indeed the challenge.
- **HANDING OUT WATER AND OTHER ITEMS** – this can certainly be either beneficial or disastrous for a race. If done properly, spectators supplementing existing water stations, especially on very warm days, can be helpful. However, using the right cups, providing the right water, handing it out properly while not getting in the way and then cleaning up after the race are all important considerations. What are the chances that all this will be done properly? Moreover, in many cases spectators are handing out more than just water – they may give out food items, tissues, other beverages, orange slices, etc. How sanitary is all this, and who is going to do all the clean-up, especially while the race is ongoing? On the flip side, during the 2012 Boston Marathon, the temperatures reached near 90 degrees. Spectators handed out one-liter bottles (again, this could get dangerous), popsicles, ice, cold rags, wet sponges and sprayed the runners with their lawn hoses. In the end, it was the spectators who helped save the race as much as race management. So, in some cases spectator involvement can play a huge role in helping the race.
- **YOUNG CHILDREN, DOGS** – it's great to see entire families, including pets, on the side of the road enjoying the race and cheering on the runners. However, at times adult supervision is either lacking or adults become distracted and sometimes allow their children to wander out onto the race course, which can be dangerous for both the child and the runners. Similarly, although bringing your dog might seem like fun, if they aren't on a tight, short leash then this, too, can create a dangerous situation. Remind spectators through local media about both of these potential hazards.
- **EYES AND EARS ALONG THE COURSE** – lastly, although we have cited a number of challenges we might encounter when there are a lot of spectators along the course, they can also be your eyes and ears along the course in helping to identify potential "jumpers," cheaters who are trying to gain an advantage by jumping into the race somewhere along the course while the race is in progress. Additionally, although we mention above that some spectators may pose a security threat themselves, most can actually be helpful in

identifying potential security threats around them.

♦ ♦ ♦

Recognizing that producing a race is about more than just the participants in the race will help you in the long run. Awareness of spectator "participation" is just as important as runner participation. Being pro-active with local media and in social media regarding your communication to spectators will help ensure a safe experience for everyone involved on race day. ■

Dave McGillivray is the race director of the BAA Boston Marathon. In addition he directs or consults on a number of other major events ranging from the TD Beach to Beacon 10K and the New Balance Falmouth Road Race to the 2004 and 2008 Women's Olympic Marathon Trials. He is the owner of Dave McGillivray Sports Enterprises, a complete event management firm.

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