



Crush Your Media Presence!

Best practices in building awareness as we approach LA28

April 22, 2026

Move United Education Conference

Today's Goal:

**To inspire all adaptive sports organization
to crush their media presence!**

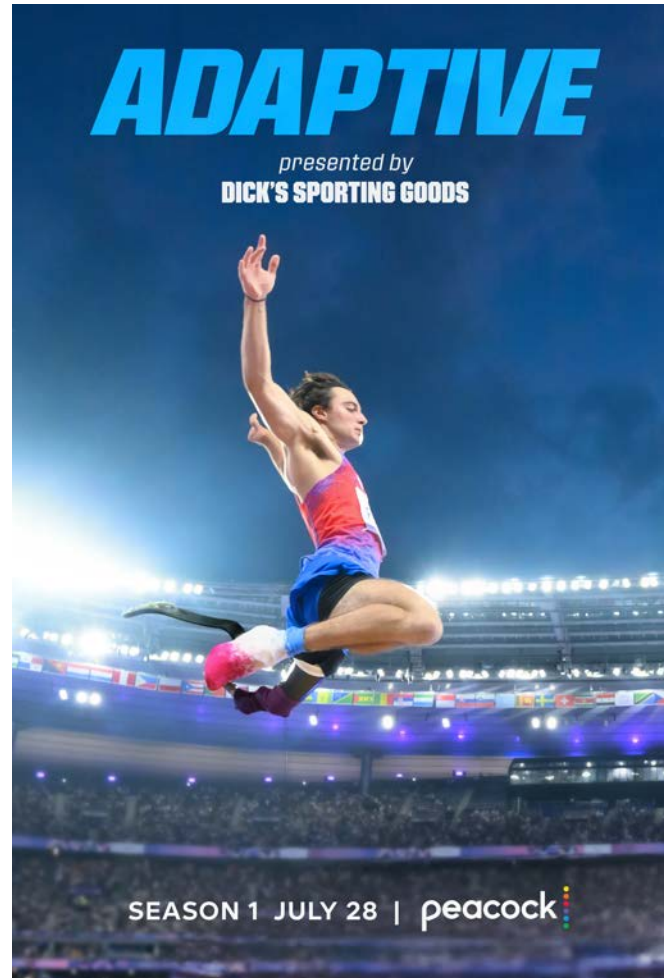


Today's Agenda

- 1) About Me (5 Minutes)
- 2) Why Is This Important? (5 Minutes)
- 3) Current Media Landscape (5 Minutes)
- 4) ACS Media Overview (5 Minutes)
- 5) Best Practices Discussion (40 Minutes)
- 6) Q&A Discussion (30 Minutes)



Play Paris Teaser



Last 20 Years in Various Roles



- 20 Years Old
- 2x PLY, 2x Gold in Paris
- 10-20 Media Stories / year
- 1.5B Social / Media Impressions



- Founded in 2013
- Serve 1,000 / year, 200+ Clinics
- 10-20 Media Stories / year
- 900M Total Media Impressions



- S1: Paris on NBC Peacock
- Dick's, Team USA & NBC Sports
- Four Years of Filming for S1
- S2: Los Angeles in Production

Board and Advisory Roles:

- Board Chair, Adaptive Sports USA (pre merger)
- Board of Directors, Move United
- Advisor / Supporter - LA City, LA28, CAF, Etc.



Why is Media So Important?

- **Grow Your Organization** - raise awareness and increase credibility to grow your programs. Help recruit athletes, volunteers, and supporters.
- **Social Impact** - Change how society sees disability. Improve representation. Help everyone with language, tone, etc.
- **Help LA28** - Help fill the stands in LA28 & grow NBC audience.

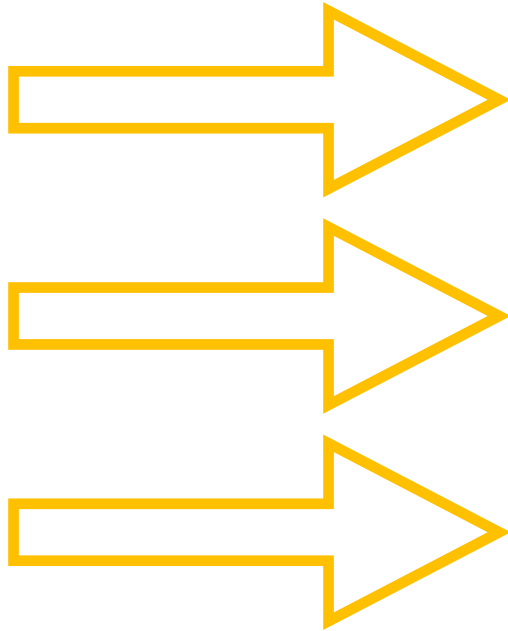


Current Media Landscape

All media lack resources for story development, editing, and quality control.

Over 60% of newspaper circulation has vanished since 2005.

43% of under 30 population gets their news from Tik Tok.



We have to do their job across all of these areas. Assume they know nothing.

Social and video content is the future.

Traditional media still has credibility. But we all need to play both games and don't be left behind - podcasts, live streaming, etc.

Cast Study in Viewership

Top News Show in LA: 75-100k

Ezra Twitch Stream: 30-40k



2.5B Media & Social Impressions

Local Media:



National / Int'l Media:



Six Key Learnings

- 1) **Seek** media coverage for your organization.
- 2) **Screen** all media requests.
- 3) **Educate** the media on proper language re: disability and the Paralympic movement.
- 4) **Produce** all media projects that involve your athletes or your organization.
- 5) **Identify and develop** media ambassadors.
- 6) **Maintain** personal relationships in the media.



1) Seek Media Coverage

Make this a goal, a priority for your organization (staff, ED, or Board).

Ask for referrals to the media from your network.

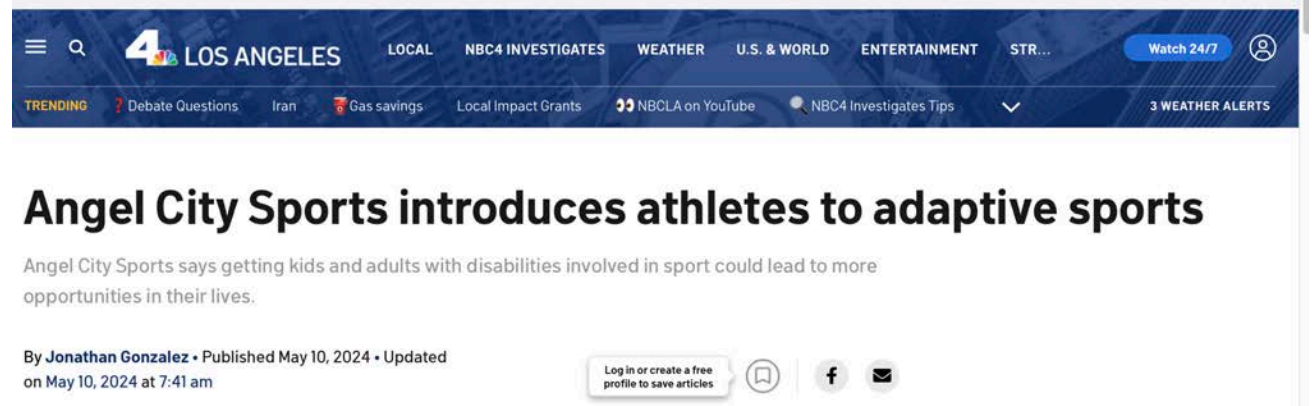
Scrape emails off the web and linked-in.

Build a database.

Propose stories to them.

Send press releases.

Be VERY responsive when they call.



The screenshot shows the NBC4 Los Angeles website. The header includes the station logo, navigation links for LOCAL, NBC4 INVESTIGATES, WEATHER, U.S. & WORLD, ENTERTAINMENT, and STR..., a search icon, and a 'Watch 24/7' button. Below the header is a 'TRENDING' section with links to 'Debate Questions', 'Iran', 'Gas savings', 'Local Impact Grants', 'NBC4 on YouTube', and 'NBC4 Investigates Tips'. The main article is titled 'Angel City Sports introduces athletes to adaptive sports' and is by Jonathan Gonzalez, published on May 10, 2024. The article text reads: 'Angel City Sports says getting kids and adults with disabilities involved in sport could lead to more opportunities in their lives.' At the bottom of the article, there is a 'Log in or create a free profile to save articles' button and social media sharing icons for Facebook and Email.

Sample Video Feature on NBC LA



2) Screen All Media Requests

Look for their openness to your input.

You are the Subject Matter Expert.

Impart the importance of language, structure, and tone!

Ask a lot of questions.

Ask for input or editorial review.

Things to Think About:

- Inspiration Porn - We don't want to be the human interest story.
- Despite Construct - Our athletes are not successful and amazing **DESPITE** their disability.
- Content - Always ask for a clean copy for your own purposes.



3) Educate the Media

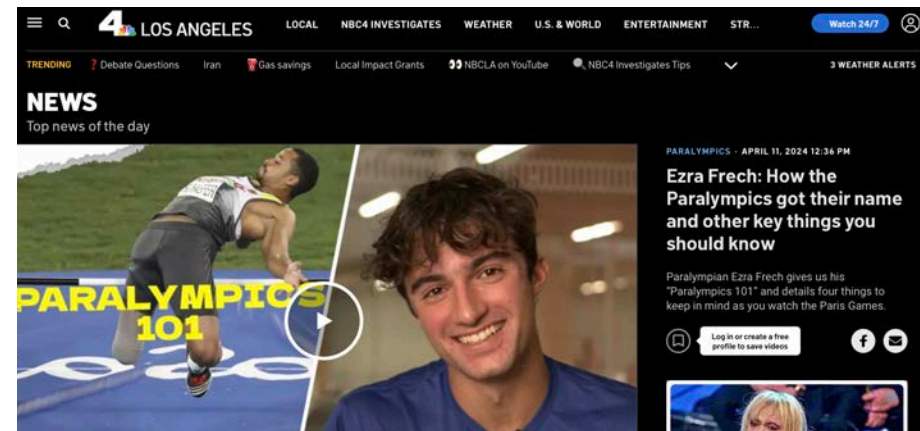
3) Educate the media on proper language re: disability and the Paralympic movement.

Examples:

- NBC Local using Olympic Rings
- Emmys saying the word Paralympian
- \$100M Announcement AP Fiasco - SEE next slide

Tools:

- NBC Explainer Video
- Clayton Linked-In Post
- New Training... ??



Explainer Video



AP Article March 5, 2025 by Eddie Pells

The Data:

- 8 Incorrect or at least Exclusionary Olympic References
- 2 Correct References that include both OLY and PLY athletes
- 1 Typo
- Dozens of outlets took this article from the AP
- Forbes and ESPN quickly changed it once alerted to the language issue

The **U.S. Olympic team** received its biggest donation ever — \$100 million — to fund \$100,000 payments and matching life insurance benefits for anyone who earns a spot on **Team USA** starting next year.

The donation to the **U.S. Olympic and Paralympic Foundation** is from Ross Stevens, the founder and CEO of Stone Ridge Holdings Group, a finance firm that focuses on “nontraditional” investment options such as crypto and fine art.

The U.S. is among the few countries whose government does not fund its **Olympic program or its athletes**. The U.S. team is dependent on sponsorship and media deals (for around 75-80% of its revenue), along with fundraising (for between 10-20%).

It leads to a system full of **Olympians** who live near the poverty line while chasing their sports dreams, and can end up there in retirement, as well. The foundation’s president, Christine Walshe, said last year that 57% of U.S. athletes earn \$50,000 or less a year.

— Will pay a \$100,000 grant, divided over four years, to every **U.S. Olympian**, starting with those on next year’s Winter team competing in Italy. That money can be used for any purpose and can be accessed 20 years after their qualifying **Olympics** or once they reach 45, whichever comes later.

— Will duplicate these benefits for every **Olympics** an athlete makes, so someone who goes three times would get a total of \$600,000 in benefits.

The foundation, launched in 2013 as the **chairtable** arm of the **U.S. Olympic and Paralympic Committee**, raised around \$230 million in the four years ending in 2024 to fund direct support to athletes. It is shooting for \$500 million for the four-year period ending with the **LA Olympics in 2028**.

The USOPC’s chair, Gene Sykes, called the Stevens donation “the biggest thing that anyone’s ever done to address” the need to help **Olympians** past their retirements.

He said in addition to the money itself, a donation of this size by a donor with Stevens’ background is a symbol of what the **Olympics** truly stand for.



4) Produce All Media Projects

Don't trust them with your story, either of your athletes or your organization.

Feed them the story. Guide the story. Share important information with them so they feel special.

Review their plans, scripts, etc. before production starts.

Show up for the filming and support your talent.

Observe, comment on things that are off, and build new relationships for the next round.

Try to review final article, feature, segment and be part of the QA process.



5) Identify and Develop Ambassadors

Find your Ezra. Articulate. Fearless. Great back story. Ambitious. Camera friendly.

Start them young / early in their journey.

The media loves to get to know a kid and watch them grow up.

Train them. Test them on low impact projects.



6) Maintain Personal Relationships

Keep contact information for everyone you meet in the media.

Stay in touch with them.

Invite them to events or programs you offer.

Check in with them. Congratulate them on other stories they do.

This includes talent, producers, even entry level staff and assistants. Folks move up or change jobs, so be close to everyone you can.

Be their favorite friend, favorite charity.



Fox 11 (KTTV)

Anchor Marla Tellez

After a Feature on her evening news show



NBC LA Producer

Mary Harris

Milan 2026 Olympics



Thank you! Now go crush it!



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