

# CORK ATHLETICS NEWSLETTER



CORK ATHLETICS

CORK COUNTY BOARD

September/October 2019

## COUNTY SENIOR SUCCESS FOR NORTH CORK AC

North Cork AC claimed an historic victory in the men's County Senior Cross Country Championships in October. The North Cork AC men's team of Sean Doyle, Michael O'Herlihy, Rory O'Connor and Jermiah Sheehan finished with a total of 24 points to claim the title for the first time in the club's history, and breaking the stranglehold held on the team title by Leevale and East Cork since 2003.



Cork Athletics Chairman Paddy Buckley presents the trophy to the winning Senior Men's team

## AOIFE COOKE WINS NATIONAL MARATHON TITLE

Aoife Cooke of Eagle AC put in a superb performance at this year's KBC Dublin Marathon to take the national marathon title in a time of 2:32:34. This was a 14 minute PB for Aoife and places her 5<sup>th</sup> on the all-time Irish women's marathon standings.



## 38<sup>TH</sup> ECHO WOMEN'S MINI MARATHON

The 38<sup>th</sup> running of the Echo Women's Mini Marathon took place on a sunny Sunday in September with over 7,000 participants taking to the roads to complete the 6km route. Sinead O'Connor of Leevale AC led from the start to finish first in a time of 21.19. Sinead was followed home by club mate Lisa Hegarty in second position (21.59) and Claire O'Brien of Watergrasshill AC in third (22.37). This event is a major fundraiser for a huge number of charities as well as for Cork Athletics, and we would like to thank all the clubs who had stewards out volunteering on the day, as well as flagship sponsor Echo and associate sponsor Tesco.



Sinead O'Connor crosses the finish line to take her first mini marathon victory



Lord Mayor, Councillor John Sheehan, and Race Director Bill Allen with the first three finishers

## CROSS COUNTRY NEWS

### County Novice, Junior, U23 and Even Age Championships

The 2019 cross country season got off to a flying start with the County Novice, Junior, U23 and Even-Age Championships in Liscarroll, organised and hosted by Liscarroll AC and Churchtown Road Runners on the lands of the O'Brien family. Orla Byrne of St. Finbarr's AC won the Novice Women's race while Alan O'Brien of Eagle AC took the men's title. Damien Madigan of North Cork AC ran a great race to win the Junior Men's race, just ahead of Midleton AC's Frank O'Brien, while Lucy O'Keefe of Youghal AC was the Junior Women's champion



*Novice champion Orla Byrne*



*Michelle Finn*

### County Senior and Un-even Age Championships

East Cork AC's Tim O'Donoghue fought off tough competition to claim the men's title in the Senior Men's race. Tim was followed home by Sean Doyle of North Cork AC in second and Ryan Creech of Leevale AC in third. It was a one-two-three for Leevale in the Senior Women's race, with Michelle Finn

setting a strong lead from the start to win the race, followed home by Sinead O'Connor and Niamh Moore. The event was organized and hosted by West Muskerry AC on the lands of Gus Murphy and family in Carrigadrohid.



*Top three Senior Men, L-R Ryan Creech, Tim O'Donoghue, Sean Doyle*

### County Intermediate Championships

The County Intermediate and Juvenile 'B' championships were organized and hosted by Duhallow AC. Ida Kelleher of Mallow AC took the women's intermediate title, just ahead of clubmate Sharon Woods. North Cork AC continued on its successful cross country season with Jeremiah Sheehan winning the intermediate men's race.

### Munster Novice, U23 and Even Age Championships

Cork athletes performed very well on the Munster stage on the last Sunday in October, starting with a gold medals for Cork teams in both the men's and women's Munster Novice inter-county competition. Leevale AC's novice women's team put in a strong performance in the Novice Women's race to win the club team event and helping the Cork team to the gold medal in the inter-county competition. Leevale had two individual medalists in the race – Franziska Skogsholm second and Emmie Gock third. Leevale had further success in the Novice Men's race with Gavin O'Rourke finishing in the bronze medal position, leading the way for Leevale to take the gold in the inter-club competition and Cork in the inter-county. In the juvenile races there was lots of success for Cork athletes. Gold medalists included Conor Roynayne (St. Catherines AC) in the U10 boys, Nicole Dinan (Leevale AC) in the U14 girls, and Emma Landers (Youghal AC) in the U16 girls, as well as many other individual placings from Cork athletes across the age categories. Cork club team successes included gold for North Cork AC in the U10 boys and gold for Youghal AC in the U16 girls. Cork teams also had great success in the inter-county championships, with gold medals for Cork teams in both girls and boys U10, girls U14, girls U16 and both girls and boys U18.

## INTERNATIONAL NEWS

### IAAF World Championships, Doha

Two Cork athletes represented Ireland at the recent IAAF World Championships. Leevale's Michelle Finn took part in the 3,000m steeplechase, running a time of 9.47.44, while Alex Wright, also of Leevale AC, finished 31<sup>st</sup> in the men's 20km race walk in a time of 1.37.33.

### 11 Cork Athletes Selected for British & Irish Masters Cross Country Championships

The trial for selection for the Irish squad took place at the Autumn Open Cross Country in Abbottstown on 20 October. 11 men and women from Cork clubs qualified to represent Ireland on 16<sup>th</sup> November in Aintree, Liverpool. Leevale AC will be well-represented at the event, with Michelle Kenny on the women's O40 team, Conor McCauley on the men O35 team, Brian Kearney on the O40 team with Tim Twomey as first reserve, Ian O'Leary on the O50 team and John Collins O60. Alan O'Brien (Eagle AC) and Paul Moloney (Mallow AC) also made the O40 team. Mallow AC's Breda Gaffney made the women's O45 team while Eamonn McEvoy (St. Finbarr's AC) will be on the O65 team with Ken Higgs (Eagle AC) on the O70.

## PROMOTING YOUR EVENT – AN INTRODUCTION



This is an introduction to a planned series of articles on organising and promoting events, to maximise, your return, as efficiently, and economically, as possible.

So....Your club has decided to put on a race, or maybe it already has an established, long-standing event. It's coming up in a few months.....and you've been 'saddled' with promotion of the race. What do you do now!?

The choice of medium is immense, but can take a lot of time and effort. You can do it all yourself, but, unless you have a team helping you, it is probably best to stick to fewer, but manageable, methods. Use less media formats, but do it well.

- **Word of Mouth**

The most basic way of publicising is by Word of Mouth. On its own, this is like 'Put it on and they'll turn up' – it may have worked in the mid-20<sup>th</sup> century, but it's stone-age stuff now. Yet there are still a few events like this around, including, in recent times, a few chip-timed races that have attracted less than 50 runners!

- **Flyers**

For a while, Flyers were the 'Bee's Knees'. Nowadays, they are largely a waste of money – and can cost YOU, if the Litter Warden finds that someone else has dropped them in the street. They can be effective if used on notice-boards, in clubs, gyms, work places, and shopping centres.

- **Notices**

Roadside notices can be very effective, but require Planning Permission. However, it appears that the Councils often 'turn a blind eye' to temporary notices – there's a time limit on the notice = your race date. If you are only going to have the notice on the roadside for a few weeks, you will probably 'get away with it', but do get them down asap afterwards. Locations that are particularly effective are ones placed along tracks/paths that see a lot of runner traffic. Lee Fields, Marina, Blackrock, Rochestown and Carrigaline walkways come to mind, in particular. You'll know your own local spots.

- **Website & Facebook Event Pages**

A key element of event promotion is to create an Online Presence for your event. If you have a big event, especially a long-standing race, it may be worth setting up a dedicated, stand-alone, event website. More usually, a club will



create a dedicated race page, on their club website, and/or a Facebook Event page. Frequently, a club will have both a Facebook Event page AND a race webpage.

- **Why is it critical to have a Race Page/Website?**

In short, what you are seeking to do, besides generating publicity for the event, is to bring people to **YOUR** website/Facebook page. This ensures that **YOU** control the message, and that 'the punter' is coming to **YOU**. Getting people to come to **YOUR** site is absolutely **VITAL**, if you are running an event that is likely to be run again over the coming years, or if you have a race series.

- **Facebook Pages**

Facebook is a highly effective promotion tool. It's free, and word can be spread both quickly and widely. Recruit clubmates, and running friends to help spread the word. Like & Share promotions are particularly effective = get others to do the work for you!

- **Website**

This is the Gold Standard, whether you have a dedicated event website, or additional pages on your club website. With your own website, **YOU** control the message, and content. Your aim is to have as much traffic as possible pointing to this page.

- **Facebook Event Page**

Facebook Event pages are a complementary and sometimes alternative, way of promoting your race. Make sure that you include a hyperlink to your website.

- **Other Social Media**

New social media channels are coming out all the time, but Facebook, Twitter & Instagram are probably the main ones, each with their own strata/reach. If you have enough people who can help, then use all possible channels.

- **Third-Party Advertising**

- **Free**

**Cork Athletics County Board** promotes Registered Athletics Ireland events on its Facebook, Website, Twitter & Instagram pages. This promotion is **FREE**.

**Athletics Ireland's Runzone Fixtures**

Events whose permits have been approved by the County Board are submitted to Athletics Ireland for final approval, and then are listed free of charge on Athletics Ireland's Runzone Fixtures page

**Irish Runner Listing**

As above, approved events are listed free of charge in Athletics Ireland's bi-monthly Irish Runner magazine, on its fixtures pages.

**Radio and Newsprint**

96/103FM, Red FM, Local and niche radio, and your Local Papers are all good areas to top-up your promotional coverage.

**Sports Media**

Lindie Naughton has a comprehensive calendar listing. Lindie is the primary compiler of the Irish Runner fixture list

There are several other (Free) Forums and calendar listings available

- **Paid**

**Irish Runner Magazine:** If you want to go down the paid route, there are probably two main choices; Irish Runner magazine, and Running in Cork (John Desmond Sports) website. You should bear in mind that the advertising/marketing Rule of Thumb is that, for every €1 you spend on advertising, you should expect to get €10 back in return. A key point in paid advertising is to ensure that all hyperlinks point to **YOUR** site. There is little point in paying to have someone promote their own site or magazine at **YOUR** expense. In any case it does little for you in the longer term. **Charges: Full Page: €1,500, Half Page: €900 Quarter page: €550**

**Running in Cork:** Running in Cork is a commercial venture run by John Desmond Sports, and is Pay to Promote Your Race. John Desmond Sports, [johndesmond247@gmail.com](mailto:johndesmond247@gmail.com) Registered Business address:

Avondale, Upper Pembroke, Passage West, Co. Cork Tel: 0861766207

Charges for regular promotion: €240 for 2-4 weeks in advance, and €120 for one week in advance. Where all of the proceeds go to charity, the charge is €120. There is a higher charge for commercial events.

## Summary

Over the past few years, the worst performing races, in terms of entry numbers, have been events where the organisers have, basically, put them on, with little or no promotion. Effectively expecting people to 'just turn up'. One such event, in recent years, attracted less than 50 entries (for a chip-timed race!)

Middle of the Road: The many events that do only the basics, but then outsource advertising / promotion. Most races probably fall into this category. With a little more self-promotion, they should be able to command high-end entry numbers.

The best performers, by a huge distance, are the small number of events where organisers are clearly seen to be putting a lot of effort into promoting the event themselves, with plenty of effort. These are the few, but increasing number of events that are attracting fields that exceed the rest. An example is the St. Finbarr's AC Cork City 10 Miler, who have virtually doubled their numbers...and made considerable advertising savings!

## CORK ATHLETICS NEWSLETTER

We hope that you enjoyed the first installment of the Cork Athletics Newsletter. We hope to produce this on a regular basis but, as always, we need your help. If anybody would like to contribute any news, articles or has any other ideas about how to add to this newsletter, please email [corkathleticsnewsletter@gmail.com](mailto:corkathleticsnewsletter@gmail.com).

## UPCOMING FIXTURES

If you're looking for a race, event or training in November or December, here are some upcoming fixtures. If you would like any more information on any of these events, please check out the [Cork Athletics website](#).

<b>Training</b>	<b>Cross Country</b>	<b>Road Races</b>	<b>Other</b>
2/11 – Cork Youth Development Initiative Day 5; 1pm CIT	3/11 – Cork Athletics County Masters & Novice B Cross Country Championships	9/11 – Eyeries 5 Mile Road Race	6/11 – Cork County Board Meeting, 8pm CIT
2/11 – Cork Athletics Winter Coaching Series Day 5; 2.30pm CIT	10/11 – Munster Juvenile Uneven Age and Senior Cross Country Championships	10/11 – St. Nicholas AC Thomas Kent Memorial 10K	7/11 – Athletics Ireland National 30K Walks Championships
16/11 – Cork Youth Development Initiative Day 6; 1pm CIT	16/11 – British and Irish Masters Cross Country Championships	17/11 – Cloyne Commons 4K Road Race Series Race 1	25/12 – GOAL Mile, CIT Track
16/11 – Cork Athletics Winter Coaching Series Day 6; 2.30pm CIT	17/11 – Munster Masters & Juvenile Inter-club Cross Country Championships	24/11 – Skibbereen 5 mile & 10 mile road races	
7/12 – Cork Youth Development Initiative Day 7; 1pm CIT	24/11 – Athletics Ireland National Senior, Junior & Juvenile Even Age Cross Country Championships	24/11 – The Great Glenville Run 2019	
7/12 – Cork Athletics Winter Coaching Series Day 7; 2.30pm CIT	1/12 – Munster Athletics Intermediate & Juvenile 'B' Championships	30/11 – Clonakilty Waterfront Marathon, Half Marathon & 10k	
14/12 – Cork Youth Development Initiative Day 8; 1pm CIT	8/12 – European Cross Country Championships 2019	15/12 – Cloyne Commons 4K Road Race Series Race 1	

14/12 – Cork Athletics Winter Coaching Series Day 8; 2.30pm CIT	8/12 – East Cork Cross Country Championships Day 2	15/12 – Newmarket Christmas Classic 5k Road Race	
	15/12 – Athletics Ireland National Novice & Juvenile Uneven Age Cross Country Championships	26/12 – Belgooly 4 Mile Road Race	
		28/12 – Shandrum AC 5k Road Race	
		29/12 – Togher AC 5k Road Race	