

Galloway Training Programs

Program Director's Manual

updated January 2018



Welcome to the Galloway Family!

Congratulations on your decision to become a Galloway Training Program Director!

You are now helping our members reach their goal to run a marathon or half marathon and be one of a very small percentage of people to accomplish that goal.

To help you make the most of your experience as a Program Director, we have provided you this Manual. This Manual is intended to assist you with some of the issues you might encounter, such as administrative matters, training schedules and marketing.

Please review this manual carefully; many of the answers to common questions from Program Directors can be found here.

Jeff and the Galloway Productions staff are available to answer your questions and help you with your Program.

We look forward to working together as we start and grow your Program!

Section 1 – Galloway Productions Contact Info

Galloway Productions
4651 Roswell Road, Suite I-802
Atlanta, GA 30342
1-800-200-2771 or 404-255-1033

Kelsey Douglas, Training Program Administrator
800-200-2771 x306, kelsey@jeffgalloway.com

When you have a question or concern, check with Kelsey first. Kelsey sets up your Program's registration page on ActiveWorks.com and will order posters, flyers and business cards for your program when you complete the appropriate form on the Program Director's Page.

Chris Twiggs, National Training Director
904-415-3097, chris@jeffgalloway.com

Chris is the Training Program Director. Chris handles all issues related to training, including assisting/designing training schedules and assisting with all training related matters. Chris also handles Jeff's Customized Training, which was introduced in 2017.

Kelley Tenney, New Program Administration and Social Media
714-235-2112, kelley@jeffgalloway.com

Kelley assists the in the setup for New Galloway Programs. Kelley is also the Social Media Director for Jeff and the Galloway Training Program. Any Marketing or Social Media questions should be directed to Kelley.

Jeff Galloway
jfg@jeffgalloway.com

Jeff Galloway is the founder of Galloway Training Programs. Jeff is available to you by email if you have training questions. Please email him at the above address and note in the subject line that you are a Program Director. This will ensure he sees your email and responds quickly

Section 2 – Useful Information for All Program Directors

Program Director's Page: <http://www.jeffgalloway.com/program-directors>

Go to this page to order supplies for your program, including shirts and medals. You may also order flyers, posters, business cards and other marketing materials on this page.

Important Links on the Program Director Page

- [*Program Director Order Form for training program items*](#): Order shirts, medals, and hats/visors for your program from this form.
- [*New Program Director Certification Test*](#): This Test must be taken by all new Program Directors. Please submit the answers to the National Program Director. This is an open book test; no pass/fail. The answers can be found in any Galloway book, online at JeffGalloway.com or in this Manual.
- [*Submit your kickoff information*](#): Upon completion of this form the kickoff information will be placed on Jeff's calendar. Galloway Productions will schedule at least two email blasts regarding the kickoff to persons in the Galloway database within a certain mile radius of your program. Email blasts are scheduled no less than two weeks out and one week prior to the kickoff.
- [*Request Posters, Postcards or Business Cards*](#): Use this form to order posters, postcards to place in local running stores or businesses, or business card to hand out when someone asks about your Program.
- [*Join the Program Director video ZOOM call on the First of each month at 8:30 PM EST/5:30 PM PST.*](#)

Program Director's Facebook Page

The Galloway Program Director's Facebook page is titled *Galloway PD Page*. It is a private FB page and is by invitation only. We encourage all Program Director's to join and participate. Contact the National Program Director if you have not been invited to join.

Jeff's Social Networking Pages:

- Facebook: Jeff's Fan Page – <http://www.facebook.com/pages/Jeff-Galloway/34781762321>

- Facebook: Galloway PD Page (secret group). Kelsey can add you to this group.
- Facebook: Jeff Galloway Training Program Members (closed group). Go there and request to be added.
- Facebook: Jeff Galloway 13.1 page - <https://www.facebook.com/jeffgalloway131/>
- Jeff Galloway Blog - <http://www.jeffgalloway.com/blog/>

Website: [JeffGalloway.com](http://www.jeffgalloway.com)

The Galloway website is a great source of information. Review it from time to time.

There is a complete list of program cities and Program Directors with contact information for each PD under the Training Groups/List of Cities tab. Other PDs are incredible resources for ideas, and exchange of information. Don't hesitate to contact each other!

Program Registrations:

www.activeworks.active.com

We use ActiveWorks.com for our membership registration. You will be notified when the Program registration page is live and will receive an invitation to allow access to the registration page. Please accept the invitation and set up the user id and password. You may use a personal email address and password but some programs create a new generic email using (program city name)@gmail.com. Contact Kelsey if you need assistance.

Section 3 – Galloway Fee Structure

The following is a list of the standard Galloway Training Programs and the fees associated with each program:

Program	Category	Cost	Member Receives	Notes
Marathon & Half Marathon Program (28-32 weeks)	New Member	\$159	* Galloway Training Programs E-book * Wicking Shirt * 50% discounts at retreats/schools	If the half program runs concurrent with the marathon program, the cost is the same and members receive the same benefits
	Alumni Member	\$99	* Wicking shirt * 50% discounts at retreats/schools	
Year Round Marathon Program	New Member Year Round	\$208	* Same as 6 Month Program	
	Alumni Member Year Round	\$148	* Same as 6 month Program	
Half Marathon Program (16-20 weeks)	New Member	\$95	* Galloway Training Programs E-book * Wicking shirt * Galloway discounts	Member of 15 week half marathon programs do not receive <i>Runner's Worlds</i> subscription
	Alumni Member	\$75	*Wicking shirt *50% discounts at retreats/schools	
Getting Started Program (8-12 weeks)	New Member	\$89	* <i>Running – Getting Started</i> book * Wicking shirt * Galloway discounts	This program is approximately 12 weeks long and is for beginners
	Alumni Member	\$69	* Wicking shirt * Galloway discounts	
Walking Programs	New Member	Pricing is the same as marathon/half marathon program. Depends on length of program.	* <i>Walking – The Complete Book</i> * Wicking Shirt	Walking programs can be based on target race, ie 5K/half or marathon
Alumni Club Membership		\$59		This price option is available for alumni members who have trained with the group for at least two previous sessions. This option is available at the discretion of the PD and is NOT mandatory in any program city.

These are the standard Galloway Training Program prices and should be adhered to as much as possible. If your program does not fit into this fee schedule, please contact the Kelsey for assistance.

Section 4 – The Galloway Training Program Organization

The Galloway Training Program Philosophy



Our Mission statement for Galloway is to help people improve their lives through running. Our run/walk/run® method has enabled almost anyone to do so while having fun. In addition, the surprising result for alumni is that they can run faster as well. What a great concept; helping others improve their lives!

The challenge for each participant gives meaning to the program. For some members this is the most significant physical test in their lives. Even normally confident and successful people will be hammered by doubts and will experience periodic lapses of confidence and motivation.

As Program Director, you will be the organizer and head cheerleader. Build a team of pace group leaders to assist you in keeping the program going forward in a powerful, positive way.

As Program Leaders, we help each person to keep the dream alive. Not only must we be there for questions, we must anticipate when a member is losing confidence or motivation. Often all that is needed is a positive word or any cheerful contact.

The basic structure of the Galloway program is as follows:

- The Program Director is responsible for the day-to-day organization of the training program in each city.
- Pace groups led by Group Leaders meet every week for a long run (typically Saturday or Sunday).
- Long runs gradually increase mileage. After building a base, long runs will alternate with recovery runs.
- Participants will run up to 26 miles (29 miles for time goal members) prior to the marathon and 14 miles for a half marathon.
- Participants should run/walk a minimum of two days during the week.
- Participants run the one mile “Magic Mile” several times during the season to determine realistic goals and judge their progress.
- A Victory Celebration should be held at the end of the program to celebrate fitness and accomplishments!
- Each participant receives a Galloway Medal in recognition of his or her accomplishment.

Key People – Roles & Responsibilities

The Program Director and the Pace Group Leaders will determine the success of your program. Leaders need to be friendly and accessible. At the same time, they need to be able to organize a small group and have a plan for staying in touch with all members of their own particular group. Within every running community there are many candidates. It is very satisfying to see these leaders have fun while they keep their group organized and motivated.

Please remember that the group leaders are **volunteers**—and like the participants they need periodic encouragement and support.

PROGRAM DIRECTOR

The first responsibility of the Program Director is for the safety and health of the participants.

A quick summary of the Program Director (“PD”) responsibilities is:

- Monitor the health and safety of all Galloway program participants.
- Primary organizer for all aspects of program, particularly the start-up/kickoff
- Promote program using social media, local media and email lists
- Schedule the kickoff date based on goal race, at least 3 months prior to the kickoff
- Use the Kickoff form on the Program Director’s page to schedule a kickoff date. If you have any questions or if you are planning a kickoff around Jeff’s availability, please contact Kelsey.
- Plan and lead kickoff meeting
- Order promotional materials from Program Director’s page.
- Select, train, and keep in touch on a weekly basis with Pace Group Leaders
- Set a run schedule, run locations, clinics, courses, water stations etc.
- Ensure that each person in the program has registered and paid the registration fee.
- Plan an end of the season party
- Be responsive to questions from Pace Group Leaders and members.
- Communicate with Galloway Productions on how things are going, any problems, etc.

The Galloway Office is available to assist with training issues, promotional materials and any issues that arise.

It is very important that you have an Assistant Director or Co-Director. (For larger programs, several assistants are usually necessary.) The Assistant or Co-Director needs to be aware of everything going on with the program. The Co-Director or Assistant Director will be there to help the PD in all operations and can answer any questions about the program. In case the PD cannot attend a run, this person should be ready to take over.

You should determine a time, place and a date for the kick off meeting. This meeting should be about 26 to 31 weeks before a target marathon(s) and 13 to 17 weeks before a target half marathon. 5K/10K programs should start 12 to 15 weeks out. Please always coordinate the date of your kickoff with the Galloway Productions. If possible, Jeff Galloway will attend your kickoff. The meeting place should be in a large open area. Hotels, churches, and community centers all have rooms available. If you have an outside meeting, it is recommended to have an overhang or shelter in case of inclement weather.

During the two to three months before the program begins, the main objective of the PD is organization, advertising and marketing. This is a very important time to get the word out about the program and the kickoff meeting. Go to the PD Page at www.jeffgalloway.com/program-directors to order flyers, postcards and business cards. Talk to any local media about sponsorship or interviewing Jeff. The more planning and promotion, the more successful your program will be.

The Pace Group Leaders (PGL's) are a very important aspect of your program. They are the ones who carry out the week-to-week responsibilities and represent the program. It is best to choose the PGL's prior to the kickoff or even after the first few runs. A PGL just like the Program Director, needs to be committed to the Galloway Program and should be and have good people skills.

Once the PGL's have been chosen, the PD should keep in contact with them weekly to find out how things are going. If there are any problems or questions, fine tune procedures, and give updates and changes. Don't be shy about going over important details and issues repeatedly.

The PD also needs to set up a water schedule. As Program Director, you are responsible for the safety of each member. Every member should be strongly encouraged to wear a water belt or carry his or her own fluids. If the heat and humidity is very high, the PGL's, with the approval of the Program Director, should have the authority to not allow a member to run with the group who does not have fluids of some kind with them on the run. Although the program will provide for water stops, things can go wrong on the route and a water stop may be missed. Safety is the most important thing to consider. The water schedule is very important. Unless your program has a consistent water volunteer, the PGL's or the pace groups can rotate responsibilities for putting the water out for the entire group. The PGL should in turn feel free to ask their group members to help out. Don't be shy to ask for volunteers—by delegating, you encourage the program

members to become more active in the Galloway program and it also helps to recruit future leaders.

The Program Director should schedule clinics or guest speakers during the training session. It is best to schedule clinics or speakers on short run weekends. These clinics should cover various topics dealing with health, fitness and running. The people who give the clinics should not be paid for their services. Request that your speakers bring flyers, handouts, and business cards. This opportunity could benefit them as well as the participants. It is very beneficial to have these clinics scheduled in advance so participants can plan ahead. Encourage participants to attend. The clinics are a great way to get useful information, meet the experts "free" of charge and get questions answered.

Teamwork is the key to our success. We want every participant to feel that it is his or her own program. Program Director, Pace Group Leaders, participants and the Atlanta office are working toward a similar goal, which is to produce the best experience and training program ever.

CO-DIRECTOR

The Co-Director or Assistant should be involved in every aspect of the Galloway program so that he or she can fill in if the Program Director is away or as problems arise. The program should always have a back-up and should never be without leadership.

A quick summary of the Co-Director responsibilities is to:

- Assist the Program Director administer and conduct the program and each training session;
- Stay in touch with Program Director to know everything that is going on
- Take over when Program Director cannot be there
- Take primary responsibility for defined areas, as agreed upon with Program Director

PACE GROUP LEADERS

A quick summary of the Pace Group Leader ("PGL") responsibilities is to:

- ALWAYS CARRY A CELL PHONE during a run.
- Maintain the correct pace and walk break ratio for the runners within their group.
- Communicate individually with each group member each week,
- Support and encourage their group members. Keep motivation high.
- Enforce walk breaks early and often.
- If your program tracks attendance, the PGL should maintain the attendance roster.

- Inform the Program Director of any problems or issue that come up during the run, as well as any “job well done” accomplishments of the members of their group.
- The PGL should stay with or designate someone within his or her group to stay with any runner who is unable to maintain the pace. Galloway Programs NEVER leave a member on the route alone. Someone must stay with that member if the rest of the group runs ahead.
- Take turns providing water and helping with clean up.
- Build interest in and encourage attendance at Victory Celebration.
- Assist the Program Director with the organization of the Victory Celebration.

The pace group leaders are the nuts and bolts of the program. Without good pace group leaders, the program will likely not function at its best, since the PGL's are the primary interaction with the participants.

How Should You Communicate With Members?

As with any organization, the key to your program’s success is good communication with your PGL’s and with your program participants. Each week, you want everyone to come to the runs prepared. So, you want them to know the run **start time** and **location, distance** and **course route** ahead of time. You also want to advise them of any clinics or upcoming special events. Below are some strategies to keep even the largest group informed:

- **WEEKLY E-MAIL OR PHONE CALL FROM PD TO PGL's**
- **WEEKLY E-MAIL OR PHONE CALL FROM PGL TO PARTICIPANT**
- **PRIVATE FACEBOOK AND TWITTER ACCOUNT**

Section 5 – Group Leaders

Pace Group Leaders – How to Recruit & Retain

HOW MANY PGL'S?

The average pace groups is usually about 10-15 people. As long as the groups are cohesive, you can increase a group size up to 20, if needed. If a group is larger than 20 runners, it is very difficult for a group leader to keep the group together and ensure the safety of the runners. Groups larger than 20 should be divided up, or have several co-group leaders. Even a smaller group should always have one runner to help the PGL keep the group together. If a large group consistently has a smaller subset that runs at a faster or slower pace, that group should form their own group (recruiting a group leader within that smaller group). The two groups can still run together, but it lessens the burden on one PGL to ensure the safety of the entire group.

At least one group leader is chosen for every 10 to 15 participants. It is a good idea to have two official pace group leaders for larger groups. Official pace group leaders should be supplemented with assistants or co-leaders. Each PGL should identify a participant who would like to help with the pace group—this is a great way to recruit future leaders. This assistant serves as a backup on a run where the PGL is absent. The co-leaders should be encouraged to go through all of the training, attend all of the meetings and be kept apprised of all updated information. **Note:** All PGL's must register to ensure liability protection for themselves in the unlikely event of a lawsuit. Please use the discount code given at registration page setup for a 100% discount.

WHAT MAKES A GREAT PGL?

It is not necessary to have run a marathon before to qualify for this position, but it certainly helps. The best PGL's are good leaders in general. They love to run, they are caring individuals, and have good people skills, but are able to "take charge." They are team oriented and willingly follow the Galloway Program. The PGL will see more and spend more time with the participants than the Director. They are the first line to answer questions. They keep the group motivated and enthusiastic.

The best PGL candidates are those who:

- Firmly believe and follow the Galloway Program philosophy.
- Are more interested in helping others to succeed than with their own time goals.
- Are loyal to the program and able to attend a majority of the scheduled runs.
- Are enthusiastic and motivated.

WHERE TO FIND QUALIFIED PGL'S?

Program alumni are the best source for pace group leaders. Ask for recommendations from the previous year's PGL's and program participants. If someone declines the opportunity, ask them who they think would be a good PGL. Watch the group. The standout members will usually be right there helping out week after week. The owners, managers and long-time employees of running specialty stores are also good sources of recommendations for candidates – just be sure they are run/walk advocates.

The incentives for volunteering as a PGL are:

- The program fee is waived.
- PGL's may attend Running Schools for free. Use discount code "groupleader" to receive discount.
- Opportunity to develop and sharpen leadership, communication and motivational skills
- "Team Leader" is a great addition to any resume
- Be trained and developed in the Galloway philosophy, in both formal and informal training sessions
- Ability to make a profound, positive impact on others' lives, the ability to make a difference.
- It's fun!

KEEPING PGL'S MOTIVATED

Since the PGL's are a critical component of a successful program, it is important to continually reward and recognized them for their hard work and volunteer efforts! You will have your own creative ways of thanking your PGL's, but here are some ideas:

- Empower your PGL's!
- Spend time with each leader every week—before or after the run, or with a quick email. This is an invaluable way to take the "pulse" of the program.
- Group Leader Awards—for the week, month or program. Announce the award on your website or email blasts, and give a short description of why the PGL is so great. Do variations on the awards—best new PGL, most improved veteran PGL, etc.
- Recognize pace group accomplishments in pre-run announcements.
- Find some running-related postcards and address them to each PGL. Send them to the Atlanta office for Jeff to sign with a personal note and mail to the PGL's.
- Provide a special item (hat, singlet) which uniquely identifies them as a PGL
- Give them small gifts that recognize all their hard work.
- Plan a Group Leader Appreciation dinner or breakfast, making them the stars.

Pace Group Leaders - Training

It is important to train your pace group leaders so that they can respond to questions and, in turn, train the participants in the Galloway philosophy, thus enabling the participants to successfully reach their running goals. Training your PGL's is an excellent investment on your part—the program will run more smoothly, with fewer problems.

It is generally a good idea to conduct a training session before the program kickoff or once the PGL team is in place. This enables the PD to incorporate feedback, make improvements, provide updates and recruit additional help. Provide them with handouts for the most frequently asked member questions. Each city will have its own logistics to be covered during the training session, but we recommend that you cover the following topics:

- Introductions and Program Organization (increase awareness of the entire leadership team, who to go to for questions, etc.)
- Responsibilities - reiterate roles for both PD and PGL's
- Water and Route Master
- Feedback From Previous Year
 - ❖ What worked, what didn't work
 - ❖ Highlight changes
- Program Basics
 - ❖ Calendar and run schedule
 - ❖ Communication procedures
 - ❖ Schedule of clinics and races
 - ❖ Maps and course routes
- Emergency Plan/Safety Issues
- Coaching / Training Tips
- Kickoff Logistics

Section 6 – Program Administration

The Nuts and Bolts of Your Program

The following pages provide information you need to manage the Galloway Training Program.

- Registration and Waiver for Members
 - ✓ All Galloway Training Program Members register online through Active.com. Paper registration forms are not accepted.
 - ✓ Program Directors and Group Leaders registration discount code.
- Why The Magic Mile
- Pacing and Run/Walk Ratios
- The Importance of Walk Breaks
- Training Schedules
 - ✓ Marathon To Finish Schedule and Time Goal Schedule
 - ✓ Half Marathon To Finish Schedule and Time Goal Schedule
- Time Improvement Programs
- Mile Repeat Pacing Chart

Registration Process

All Galloway Training Program registration is through ActiveWorks.com. Program Directors should advise members there is no other option. Members should be directed to their program's Active link or to www.jeffgalloway.com.

*Program Directors and Group leaders should register online as well. Upon completion of the registration process and before check out, **enter the code given to you by Kelsey Douglas**, which will zero out the balance and allow GLs and PDs to register for free.*

Why the Magic Mile?

The Magic Mile is a unique tool to help members determine realistic goals! The MM is the result of years of data collection. It has been an extremely accurate predictor of current performance. Analysis has shown that most runners slow down 30% when they go from a fast one mile, to a fast **per mile pace** in a marathon and by 20% when they run a fast half marathon. The miles will help show progress as runners usually improve each time. The runner is getting faster and stronger. The Magic Mile is a great team building exercise. Encourage the groups to cheer each other on.

THE MAGIC MILE WILL HELP DETERMINE:

- If the goal pace is realistic.
- How much improvement can be expected, and whether someone is on track to meet the goal.
- Running the Magic Mile takes the guesswork out of goal setting. This often involved putting the reins on the ego, which will talk the person into goals that are not within their current capabilities.
- These formulas will allow one to predict race time by running a timed mile.
- During the training season, the group will run a Magic Mile on a set schedule, depending on the training goal.

GUIDELINES FOR RUNNING THE MAGIC MILE:

- If possible, have the group meet at a track, or other accurately measured one-mile course. One mile is four loops around a track. If you do not have a track available, use a GPS mapping tool or online mapping program, such as www.favoriterun.com or www.usatf.org Find a flat, uninterrupted one mile stretch.
- The group should warm up by running an easy mile to a mile and a half.
- Advise your members to run the MM a little harder than normal pace. Follow the walk break suggestions provided in *Galloway Training*

Programs, or walk 30 to 45 seconds at each quarter mile; or just run the mile without walk breaks.

- The first time trial should not be run all-out from the start – just a little faster.
- Be sure the group cool down with by reversing the warm up.
- On each successive MM tell your members to try to better the pace by 20 to 30 seconds.
- Use the formula provided in *Galloway Training Programs* to see what time is predicted in the goal race but always remind your members there are variables on race day but the MM can help them get an accurate idea of what they are capable of running.

HOW HARD SHOULD THE MAGIC MILE BE RUN?

Again, on the first MM, advise the groups to run just slightly faster than normal pace. On each successive MM, they should try to beat the previous best time by 20 to 30 seconds.

- Walk breaks should be taken as needed or every quarter mile.
- Runners should check their pace at each quarter mile to improve pacing.
- Run the first lap (quarter mile) slightly slower than you think you can average. Take a short walk break. If you aren't huffing and puffing you can pick up the pace a bit on the second lap.
- Most benefit from taking a walk break after the second lap. It is ok to be breathing hard on the last lap.
- When you finish, you should feel like you couldn't run more than half a lap further at that pace (if that). You may find that you don't need many walk breaks during the test – experiment and adjust.
- Runners should be huffing and puffing but not gasping for air when they finish.

IMPROVEMENT POSSIBILITIES

It is fine to choose a time goal for the goal race that is faster than predicted by the Magic Mile. As your members do the speed training, the long runs and the Magic Miles, they should improve. For prediction purposes, as they take this "leap" to a goal, we suggest no more than a 3-5% improvement in a 3 month training program.

To Predict the MM pace to longer distances from one mile:

5K	Take the one-mile time and add 33 seconds
10K	Take the one-mile time and multiply by 1.15
Half Marathon:	Take the one-mile time and multiply by 1.2
Marathon:	Take the one-mile time and multiply by 1.3

EXAMPLE:

One Mile Test Time: **8:00 minute mile = 10:24 mile time for a marathon**

10:24 per mile = just under a 4:30 marathon time

Train Pace = 12:24 minutes per mile, or 10:30 pace group (adjust for temperature)

Walk Break Ratio for 12:24 per mile = 2/1

A 3-5% Improvement – 4:30 marathon time – 4:21:54 - 4:16:30 is possible

Pacing and Run/Walk Ratios

To determine what pace a runner is capable of running in a **marathon**, multiply the best (or an average of all) MM result by 1.3. This will tell them what they are capable of running in a marathon (at a hard effort) when the temperature is 60°F or below and they have done the long runs listed on the schedule. Even in the marathon itself, it is not recommended a member run this fast – instead recommend they run the training pace for the first 18 – 20 miles. After 18-20 miles, if they feel good, then tell them to run the remainder of the race at the MM pace result.

To determine a runner's training pace, take the MM time and multiply by 1.3, then add 2 minutes. This is the suggested pace per mile on long runs at 60°F or cooler. It is always better to run slower than this pace.

To determine what pace a runner is capable of running in a **half marathon**, multiply the best (or an average of all) MM result by 1.2. This will tell them what they are capable of running in a marathon (at a hard effort) when the temperature is 60°F or below and they have done the long runs listed on the schedule. Even in the half marathon itself, it is not recommended a member run this fast – instead recommend they run the training pace for the first 8-10 miles. After 8 miles, if they feel good, then tell them to run the remainder of the race at the MM pace result.

The run/walk/run ratios should correspond to the pace.

Run-Walk-Run Ratios

Jeff has determined the greatest benefit from a walk break occurs within the first 30 seconds. There is actually a slowdown during the second 30 seconds if doing a 1 minute walk break. It is also harder to start back. Here are the current suggested strategies:

RUN WALK RUN STRATEGIES

Pace per Mile	Run Time / Walk Time
7:00	6 minutes / 30 seconds (or run a mile / walk 40 seconds)
7:30	5 minutes / 30 seconds
8:00	4 minutes / 30 seconds (or 2 minutes / 15 seconds)
8:30	3 minutes / 30 seconds (or 2 minutes / 20 seconds)
9:00	2 minutes / 30 seconds (or 80 seconds / 20 seconds)
9:30 – 10:45	90 sec / 30 sec (or 60/20 or 45/15 or 60/30 or 40/20)
10:45 – 12:15	60 sec / 30 sec (or 40/20 or 30/15 or 30/30 or 20/20)
12:15 – 14:30	30 sec / 30 sec (or 20/20 or 15/15)
14:30 – 15:45	15 sec / 30 sec
15:45 – 17:00	10 sec / 30 sec
17:00 – 18:30	8 sec / 30 sec (or 5/25 or 10/30)
18:30 – 20:00	5 sec / 30 sec (or 5/25 or 4/30)

Walkers and runners should pace the long run so there's no huffing and puffing – even at the end.

When the temperature rises above 60°F, runners should slow down by 30 seconds a mile for every 5 degrees above 60°F on long runs and the race itself.

The Importance of Walk Breaks

If you use main running muscles in the same way, step after step, they will fatigue quicker. As the distance increases, the fatigue and damage to the muscles increases dramatically. If, however, you shift your usage of the forward motion muscles, you'll extend the capacity of each use of the muscle. By interspersing running with walk breaks regularly, program participants will reduce the intensity of muscle use early in the run and conserve resources needed for the end of long runs.

Walk breaks allow the main running muscles to continue to perform at requested levels for much longer than if they were used continuously. By shifting back and forth in muscle usage (by shifting from running to walking to running), participants increase total capacity by using more of the resources inside the muscles. In races, participants will be able to work harder to the end, with muscles that have more life and energy. You can run faster at the end, when you ordinarily would have slowed down. This is often the difference between achieving a time goal or not. Many runners have improved their times by adding walk breaks throughout their run.

Walk breaks will also help to speed up recovery time between long runs, races or speed sessions. By building in the recovery breaks early, there is less damage to repair afterward. **The earlier you take the walk breaks, the more they will help.** Therefore, you need to take walk breaks before significant fatigue sets in—if you wait until you need them, it is too late.

To summarize, walk breaks:

- Must be taken early enough
- Must be taken often enough
- Will keep muscles resilient and strong to the finish
- Will speed recovery from the long runs, races and the marathon
- Will help you run faster if you are trying for a time goal
- Will reduce the chance of injury
- Walk breaks are not an option in Galloway Training Programs

The walk break ratios are frequently misunderstood—they are permanent and not designed for people to "graduate" as the season progresses (i.e., you don't go from 90/30's to 2/30's). This is not the way the program is designed.

Ratios may be adjusted during training runs and on race day **after 18 miles for marathons and 9 miles for marathons. However, members should follow the ratios used in training if they have struggled during the last few miles or slowed down.**

Section 7 – Getting Ready for your Kickoff

Ordering Kickoff Materials

Prior to your kickoff and/or during the training session you will need to order books, shirts and the finisher's medal or other supplies from Galloway Productions. We will not accept orders by email, or by phone.

Please go to the PD Online Order Form at
<http://www.jeffgalloway.com/program-directors/>

BOOKS

Please order the appropriate books for your training program

Marathon & Half Marathon Programs – *Galloway Training Programs* – available only as an E-book

Getting Started Programs – *Running; Getting Started*

Walking Programs – *Walking; The Complete Book*

5K/10K Programs – *Galloway's 5K/10K Running*

Please order the books in bulk and not just a few at a time as members register.

SHIRTS

Program members receive a short sleeve shirt. Orders can be placed prior to the kickoff or after the kickoff.

MEDALS

Every member who completes a Galloway Training Program should receive a Galloway medal.

HANDOUTS

Upon request we can make copies of handouts for your kickoff in quantities of 25 or more.

Kickoff Meeting Guidelines

The Kickoff meeting is a critical part of getting your program off to the right start—it is often the best way to promote the program, and attract and register new participants. Here are some suggestions on how to prepare for and organize your kickoff.

SCHEDULING

Select a date for your kickoff meeting, and coordinate with the Atlanta office to get it confirmed on Jeff's schedule. Review local calendars and avoid dates with other large events that will compete for attendees and publicity coverage.

LOCATION

The kickoff is for organizational purposes and does not have to include a run if the best facility is not near a good running area. It helps to be either centrally located or in an area convenient to the business or residential areas from where you expect to draw your participants. Malls and hotels with conference or meeting rooms (on weekends) are usually great places for early morning meetings. Check with the management for permission and sometimes they will offer a community meeting room, sometimes free of charge. You have the option of bringing them in as a local contributing sponsor in exchange for a meeting room. Check with your sponsors to see if they would like for you to meet at one of their locations. Make sure, however, that the place you choose has the atmosphere, the lack of distractions, and the room necessary for the size of the crowd you expect. If there is a fee involved for renting the facility, it must first be approved by Galloway Productions. Finally, there should be ample free parking available if possible

GET ORGANIZED

Before the meeting, have everything laid out the way you'll need it. In advance, gather your registration supplies (pens, registration forms/waivers, poster board, markers, etc.). Post signs around the room for each pace group leaders. Stage a meeting or training session with the PGL's seven days or less before the first meeting so that they know the format of the meeting, including the time when they will be introduced. Give each PGL a copy of the sign-up sheet so they can start a roster for their group.

PROVIDE REFRESHMENTS

If you have refreshment sponsors (sports drinks, etc.), then provide them, according to your contract with each - otherwise, offer light refreshments, such as water, soft drinks, and pretzels, etc.

Kickoff/First Run Setup

GREETERS:

- Enthusiastically greet and welcome each person
- Determine if the person is here for the free clinic, or if they ready to register, etc.
- Ask them to sign the sign-in sheet only if they are not registering for the training program
- *Note: after the meeting, make a copy of the sign-in sheet. Follow up with each person within a few days after the meeting, inviting him or her to the next run/walk. Don't give up on these people! Many will join after a follow-up call.*
- Answer any questions.

GOODIE TABLE:

- Determine if they are NEW or ALUMNI members
- Determine what T-shirt size they want
- If they are NEW, give them any handouts and if needed, a goodie bag (pre-stuffed with coupons and universal items), and the appropriate T-shirt
- Direct them to the room where the kickoff is being held

Kickoff Meeting Script

1. SETTING THE TONE - JEFF GALLOWAY OR THE PROGRAM DIRECTOR

We know that each of you is somewhat scared and that you probably think you are the only inexperienced person in the group. Well, just look around you. Jeff Galloway designed this program for those who have never run a half or full marathon before. Thousands of people in their 40's and 50's with no conditioning at all have finished a half or full marathon in six months. You will have fun in this program because of the group support, camaraderie and interaction.

2. THE CHALLENGE - JEFF GALLOWAY

The challenge of this program is to use it as a catalyst which will help you make significant lifestyle changes - in diet, mental outlook, and in making exercise a priority in your life. You have the strength inside you to meet the challenge and become successful. Your regular exercise program will give you the good attitude and your training experience will give you the confidence to meet other challenges in your life. You will find many hidden personal strengths as you go through this program.

3. INTRODUCTIONS

Program Director - Let me tell you a little about myself. (Involved with Galloway since..., have run # marathons, began running because...).

Co-Director - The key person helping me as your Co-Director this year is

PGL's - Here are our Pace Group Leaders (introduce each one. Let them tell a little about themselves. Tell why you have asked them to be a PGL.) These are the dedicated, trained *volunteers* that make this program possible & so much fun. Your leader will be your "confessor," your inspiration, and maybe even your drill instructor during the next six months. Even if you think he or she is being too conservative, you still must do as you're told. If the runs are too difficult or you're having trouble in any way, it is your job to explain this to your leader. It is then the responsibility of the PGL to make the program "do-able" for you - but you must communicate with us.

4. EXPLAIN HOW THE PROGRAM WORKS

Explain how the groups will be divided, including the Magic Mile (one mile test). Note the first Magic Mile should be done in week one, two or three of the program, then every 4-6 weeks for a reality check. For the weeks prior to the Magic Mile (and the determination of what group people will be placed in), Pace group leaders should be announced and identified ahead of time). The pace leaders should run at the pace that they plan to train at so they will be spread out evenly. Participants can join in the group they feel most comfortable.

The theory is to RUN AT LEAST TWO MINUTES SLOWER THAN YOU COULD HAVE RUN THAT DAY. When in doubt, move into a slower group. You will have the option to shift groups, but you will recover faster and feel better in every way by running slower. This is a fact: THE SLOWER YOU GO, THE FASTER YOU RECOVER - AND YOU RECEIVE THE SAME CONDITIONING FROM A SLOW RUN AS FROM A FAST ONE. If you don't know what pace group to join, DON'T WORRY. We will have pace groups that are comfortable for everyone and we will find the one that is right for you.

5. QUESTIONS

Ask if there are any questions. Encourage them to stay after the program.

6. NEXT MEETING DATE/ LOCATION

Announce where and when the next run will take place and what time people need to be there. Have flyers with directions available. Remind folks that they need to sign up afterwards (or by whatever date you choose).

Section 8 – Running Schools

Jeff Galloway Running Schools

Jeff may be available to do a running school in your city either in conjunction with your kickoff or at another time during the training season.

RUNNING SCHOOL:

- \$99
- Galloway members receive a 50% discount. Use “**school1**” to receive discount.
- Program Directors and Group Leaders may attend for free

RUNNING SCHOOL CONTENT:

The following is an example of the topics that may be covered in a running school.

- How to improve time
- Individualized format--ask any question in any area
- How to avoid hitting the wall
- Specific training programs for specific goals
- Specific recommendations on water intake, eating
- Dealing with heat/cold/wind
- Absolving you of guilt for not stretching
- Strength for running
- Motivation techniques to get you out the door
- Mental toughness techniques to keep going
- Running drills for easier, more efficient, faster runs
- How to improve endurance without pain/ over-fatigue
- When to replace shoes
- It's good to drink coffee

If there are specific topics you would like Jeff to address feel free to ask him in advance to discuss.

CHOOSING A LOCATION:

As a rule of thumb, it is the Program Director’s responsibility to find a location for a running school in your city. The ideal location has seating for no more than 25 to 30 participants. Theatre style seating is fine. Tables are not necessary. We limit the number of registrations so that each participant has an opportunity to ask questions and have a more intimate one-on-one experience.

REGISTRATION:

School participants must register at JeffGalloway.com in order for us to control the number of participants and offer the discount. Once your details (location, time, etc.) are confirmed, we will add this information to our online store. We will send you the link as soon as it is set up. You can send this URL out to everyone. Potential registrants can also find the link by going to “Learn” on JeffGalloway.com, then “Running School”.

Galloway members receive a 50% discount. The discount code is “**school1**”. Group leaders and program directors receive a 100% discount. The discount code is “**groupleader**”.

We will provide a hard-copy form for onsite registration for any walk-ins.

PROMOTING THE RUNNING SCHOOL:

We will send out several e-blasts to all newsletter subscribers within approximately 100 miles of your city. We will also provide flyers if you request them in advance. **It is your responsibility to help promote the running school and to attend.** This is a great way to promote your training program.

REFRESHMENTS:

You might want to consider having juice or water at the event, although not required.

WRITING MATERIALS:

It is always a nice to provide a writing pad and pen/pencil. Don't spend a lot of money. Go to a Dollar Store and get what you need. This is just a nice option.

Section 9 – Marketing Your Program

Keys to Marketing Success

START EARLY AND BE PREPARED.

- Prepare all your materials in advance.
 - Fact sheet
 - Posters
 - Social Media / Facebook Text to share
 - Sponsorship letter
 - Media pitch emails
 - Radio PSA text
 - Website promotion text
 - Newsletter/Newspaper articles
 - Information session handouts
- Include participant testimonials in materials.
- Personalize e-mails and letters when possible.
- Research organizations you are requesting funding from to determine how your training group fits into their mission. Articulate how your missions are aligned in the letter.
- Be specific about your donation requests.
- Identify program participants willing to give interviews about their experience with the training program.
- Schedule information sessions in advance to direct interested individuals to attend.

BE NUMBER-ORIENTED. QUANTIFY YOUR SUCCESS.

- Include the following stats in materials and in media interviews when possible:
 - Number of miles the team covered together last season.
 - Age range of program participants.
 - Number of program alumni returning as Pace Group Leaders.
 - Number of participants who completed the program and target race.

BE KNOWLEDGEABLE.

- Read Jeff's book "Galloway Training Programs" or the appropriate book for your program
- Read the program director's manual.
- Educate yourself on the reasons behind the Galloway program ... philosophy so you can explain them to program participants and media personnel.
- Familiarize yourself with how your local program fits into the broader scheme of the national training programs. Know the stats:

- In 2018, over 65 programs across the United States.
- Programs also operating in Italy, England and Israel
- More than 200,000 runners have participated in the Galloway Training Programs
- Anticipate questions in advance and make sure you know the answers.
- Contact the Galloway Productions if you need further clarification.
- Research other running programs offered in your area such so you can communicate the differences in the programs.

BE CONFIDENT.

- Know your information inside and out.
- Acknowledge that there are other training programs available, but be able to name at least three reasons why the Galloway run-walk-run approach is the best method to follow.
- Don't let rejection get you down.

BE INCLUSIVE.

- Post posters/flyers in a diverse array of establishments that reach different target audiences.
- Consider all sub-sets of your local community and what message will resonate with them.
- Encourage individuals of all ages, backgrounds, and abilities to participate in the program.

BE FLEXIBLE.

- Operate with the mind-set that not everything will go as planned.
- Work with individuals who are interested in the program but can't make the group run sessions to find a way for them to still participate.
- Always have a plan B, and maybe even a plan C.
- Make yourself available for media interviews at the convenience of the reporter/producer. If needed, someone from Galloway Productions could do a Skype/video call.
- Set tentative schedules and timelines, but be open to change.

BE CREATIVE.

- Get creative with posters and flyers if information has been left out or details change.
- Arrange a wellness/running clinic presented by Jeff at a local community center or college. The clinics are a great way to attract attention to your local program and can also serve as information sessions.
- Secure exhibit opportunities at local health fairs to help promote your program.

- Approach local gyms about exhibit opportunities during their peak hours.
- Invite media to join you on a long run and do a “Day in the Life of a Galloway Runner” story or segment.
- Run special holiday promotions and offer holiday discounts.
 - “Work Off the Turkey” Thanksgiving Special
 - “No More Santa Belly” Christmas Special
 - “Run Away from the Chocolate Bunny” Easter Special

BE PERSISTENT.

- Follow up on sponsorship requests, poster approvals, running clubs, directory listings, media pitches, etc. until you get definitive answers, however, don’t be pushy or over-aggressive.
- Follow up with all individuals who contact you regarding the training program prior to information sessions and kick-off events.
- If you receive a rejection notice on a sponsorship request, follow up with the company/organization to find out the exact reason why you did not receive funding so you can make adjustments on other requests if necessary.

BE POSITIVE.

- Always talk up the positive aspects of running and the training program. Don’t share horror stories or discuss injuries. You can acknowledge that negative things can happen, but emphasize that the program’s run-walk-run approach to training can prevent most problems.
- Don’t be negative towards other training programs. Instead, emphasize what makes the Jeff Galloway Training Program unique.

BE A TEAM PLAYER.

- Don’t try and tackle the marketing effort by yourself. Get your assistant director and/or Pace Group Leaders involved.
- Share the media spotlight with the rest of your staff and program participants. Testimonials from participants are the most powerful marketing tool available to you.

Jeff Galloway Marathon Training Program Sample Marketing Plan

GOAL:

To raise awareness of the Jeff Galloway Marathon Training program in [INSERT CITY] and inspire individuals to make their personal fitness a priority.

OBJECTIVES:

- To recruit a minimum of [INSERT TARGET NUMBER] individuals to participate in the 30-week training program.
- To recruit a minimum of [INSERT TARGET NUMBER] individuals to serve as pace-group leaders.
- To recruit at least [INSERT TARGET NUMBER] assistant director to aid in the execution of the training program.

TARGET AUDIENCES:

- Inactive individuals looking to get in shape. Sub-groups within this category include:
 - Middle-aged men and women.
 - College students.
 - Mothers looking to lose baby-fat or find time for themselves.
 - Busy professionals.
- Beginning to intermediate runners.
- Experienced runners looking for leadership opportunities and time improvement.

STRATEGIES:

- Develop promotional materials on the training program tailored towards target audience(s).
- Form partnerships with local area businesses and organizations to help disseminate information about the training program to target audiences.
- Develop partnerships with local medical professionals whose expertise will benefit the overall fitness of training program participants.
- Host a series of information sessions designed to provide interested individuals with more information on the training program.
- Offer registration discounts to entice select groups of individuals to sign up for the program.
- Capitalize on the influence of local and/or regional media to spread the word about the training program and showcase its success.
- Utilize program members to help educate the general public on the success rate and power of the Jeff Galloway Training Program.

TACTICS

Promotional Material Development

- Create an informational poster (11"x17") and flyer (8.5" x 11") to be distributed to local area businesses and organizations.
- Develop *10 Common Misconceptions About Marathon Running* flyer for distribution to local area businesses and organizations, as well as for publication by local media outlets.
- If budget permits, develop an inexpensive business card to accompany displays.
- Create an informational e-mail for distribution to personal, citywide, and business-specific list-serves.
- Develop an informational packet for distribution to individuals who express initial interest in the program and desire more information.
- If program has been operating for more than one race season, include the stories and testimonials of program alumni into the aforementioned marketing materials. Jeff believes this is highly effective and should be stressed.

Partnership Development & Information Dissemination

- Contact the managers of the following types of local businesses and organizations three months out from the target race date to secure permission to display posters and *10 Common Misconceptions About Marathon Running* fliers in their store- or business-fronts:
 - Sporting goods stores - local as well as national chains such as Dick's and Academy.
 - Athletic apparel stores - local as well as national chains such as Footlocker, Women's Footlocker, New Balance, etc.
 - Running stores
 - Bike shops
 - Gyms – local as well as national chains such as Bally's, Gold's Gym, Curves, etc. and gyms associated with churches
 - Spas
 - Health food stores - local as well as national chains such as GNC, Smoothie King, Whole Foods, etc.
 - Healthy fast-food restaurants - local as well as national chains such as Subway.
 - Doctor offices and hospitals. We want to focus on wellness programs wherever possible
 - Pharmacies and drug-stores - local as well as national chains such as Walgreens, Rite Aid, CVS, etc.
 - College campuses. Specific targets include:
 - Office of recreational sports and activities.
 - Office of residence life (for dissemination throughout residence halls).

- Reserve Officer Training Corps (ROTC) program – Approach leadership about allowing Cadets who participate in the training program to receive Physical Training (PT) credit. Also good resources for recruiting pace group leaders among Cadets and Cadre.
 - Student gym and workout facilities.
 - Student union or activity centers.
 - National Guard Armories – Good resource for recruiting runners, as well as pace group leaders.
 - Military recruiting offices – Good resource for recruiting runners, as well as pace group leaders.
- For select store- or business-fronts that cannot accommodate posters, purchase inexpensive plastic flyer display stands that can be set on desks and check-out counters.
- Approach a registered dietitian from the local area about giving a 30-minute presentation to the training group regarding proper nutrition to support an active lifestyle. Also see if the dietitian would be willing to offer each participant a 30-minute, personalized nutrition session free of charge. If secured, include the offer of the free session in all marketing materials.

Registration Discounts

- Offer registration discounts from time to time to help boost enrollment. Examples include:
 - \$25 off for the first ten registrants.
 - \$15 off for registrants referred by a local physician.
 - \$15 off for city employees.
 - \$25 off for Active Duty, Reserve, and National Guard military personnel, as well as ROTC Cadets.
 - \$25 off holiday special if training program kick-off corresponds with a major holiday.
 - \$25 off for full-time college students.
- Implement a “Refer a Friend” incentive program that offers returning “alumni” runners \$10 off registration fee for every three friends they refer who sign up for the training program. In the past we have offered get three friends to register and you run for free.

Public Educational Forum

- Approach local area organizations that have large meeting spaces about hosting information sessions on the training program at their facilities. Suggested sites include:
 - Meeting rooms of veteran organizations such as Knights of Columbus, American Legion, Veterans of Foreign Wars, etc.
 - School gymnasiums or classrooms.
 - Meeting rooms and/or student unions on college campuses.

- Running or athletic stores.
- Events center.

Select locations and times based on proximity to and convenience for target audiences. Recommend hosting at least one session per month for the three months leading up to the kick-off event.

- Disseminate the information packet to individuals who attend the information session.
- Develop an agenda and/or PowerPoint presentation for the information sessions that is no longer than 45-minutes in length. (See attached sample)
- If the training program has been operating for more than one running season, feature five-minute presentations from one or two program alumni to demonstrate the success of the training program. Use quotes on flyers

Media Outreach

- Contact reporters and/or producers from the following types of local media outlets to secure feature stories on the marathon training program: Offer comped membership if they will do a continuing series of stories
 - Jeff will do interviews by phone or in person at kickoffs. His bio and quotes are on the website to give reporter in advance.
 - Newspapers - daily, weekly, and monthly.
 - Radio stations – Opportunities include interviews on morning talk shows and/or public service announcements during news broadcasts.
 - Television stations – Targets include affiliates for ABC, NBC, CBS, FOX, and any local access stations.
 - Magazines - general interest, sports, or community-focused.
 - College outlets – Most colleges have their own radio station, television station, newspaper, and faculty/staff newsletter.
 - Blogs - general interest, sports, or community-focused blogs written by local residents.

Contact information for reporters/producers is most often available on the outlet's Web site under the "About Us" or "Staff" section. If all else fails, call the main number listed on the Web site and ask to speak to the news room.

Make sure to provide interested outlets with the *10 Common Misconceptions About Marathon Running* flyer as it can serve as the topic of stories and/or make an excellent sidebar feature in newspapers and magazines.

- If the program has been operating for more than one season, make sure you have several program alumni available to give media interviews regarding their experience with the Jeff Galloway Training Program. Prior to the interviews, hold a brief media training session with the selected participants to review key talking points and messages.

Below is a sample timeline for media outreach to ensure maximum exposure:

Three months prior to kick-off event

Begin work to secure feature stories that provide a general overview of the training program and direct interested individuals on how to sign up and who to contact for more information. Make sure the stories mention the dates, times, and locations of the information sessions, and feature alumni profiles when applicable.

Two weeks before each information session

Work to secure inclusion of the information sessions on the event calendars of local newspapers and their corresponding Web sites. Also run public service announcements on the local radio stations.

Two weeks before kick-off event

Invite select reporters from the aforementioned types of media outlets to attend the kick-off event and do a feature story on the program's launch. Make sure though that all participants in the training program are comfortable with the presence of media before moving forward. If they are, ask for volunteers who are willing to share their reasons for signing up for the program with media representatives and make them available for interviews the day of the kick-off event.

Two weeks before target race

If race is local, contact reporters/producers from the aforementioned media outlets to ensure coverage of the training program team's participation in the event. Keep in mind though that organizers of the race will most likely be conducting media outreach surrounding the event as a whole. Thus, a good pitch angle would be "I know you're already probably planning to cover the [INSERT NAME OF MARATHON] Marathon, but I wanted to make you aware of the fact that the local Jeff Galloway Marathon Training Program team will be participating in the race." Make sure to specifically follow up with reporters/producers who did early features on the program.

If race isn't local, contact reporters/producers from the aforementioned media outlets to let them know that a local running group will be running the [INSERT NAME OF MARATHON] and see if they would be interested in doing a story to run the day after the race. Make sure to take a group photo at the completion of the race that can be submitted to interested outlets.

With both of these scenarios, make sure the media know that the training staff and select participants are available for interviews about their experience both prior to and after the race. Post-race stories provide an excellent opportunity to demonstrate the power of the Jeff Galloway Training Program by showcasing how far select participants have come since they first started the program.

Section 10 – Using Media to Promote Your Program

General Guideline/Tips for Interacting with the Media

- Be respectful of their busy schedules.
- Send a pitch e-mail first and follow up by phone that same day.
- Don't send attachments in the initial e-mail. If a reporter/producer expresses interest, then offer to send the fact sheet and any other additional information.
- Be persistent in your follow up, but don't be pushy or over-aggressive.
- Make yourself available for interviews at reporters' convenience.
- Have accompanying photographs readily available with suggested captions prepared.
- Be cognizant of production timelines:
 - Newspapers – Most reporters/editors are working on deadline after 1:00 pm. Thus, it is best to contact them between 8:00 am – 1:00 pm. Initiate outreach several weeks in advance of desired publication date.
 - Magazines – Most reporters/editors are on deadline towards the end of the week. Thus, it is best to contact them Monday – Wednesday. Initiate outreach four to six months in advance of desired publication date.
 - Television Stations – There really isn't a bad time to contact television producers, but try to avoid calling around the time of regularly scheduled news broadcasts. Avoid calling if major breaking news is unfolding.
 - Radio Stations – There really isn't a bad time to contact radio producers either, but try to avoid calling at the top of the hour when they are doing regularly scheduled news broadcasts.
- Be gracious about whatever sort of coverage an outlet offers.
- Send thank-you emails after a segment or story runs.