

USA Swimming

Weekly Media Report

June 3rd – June 9th



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Traditional Media Outlets:

- [Gold Coast to host US swimming team before World Championships](#) – June 9 – insidethegamez.biz
- [Natalie Coughlin taking the plunge again](#) – June 9 – espnW.com
- [Making a splash: Boyd leads local youth swimming team](#) – June 9 – brewtonstandard.com
- [IOC, USOC inch closer to deal](#) – June 8 – espn.com
 - *Associated Press article that appears in over 2000 online sources*
- [Progress on revenue talks could encourage US bid](#) – June 8 – Associated Press
- [Does The United States HAVE TO Host An Olympics Now?](#) – June 8 – businessinsider.com
- [2012 London Olympic torch revealed](#) – June 8 – sacbee.com
 - *Appears in 1045 news articles*
- [CAS to decide on controversial IOC rule by September](#) – June 8 – in.reuters.com
- [USA Swimming Adds Three Coaches to Banned List So Far This Year](#) – June 8 – swimmingworldmagazine.com
- [New campaign encourages fan engagement with Team USA](#) – June 8 – insidethegamez.biz
- [Are there now 4.38 billion reasons for U.S. to bid for 2020 Summer Games?](#) – June 7 – chicagotribune.com
- [IOC Balances Finances, Familiarity in TV Rights Deal with NBC](#) – June 7 – aroundtherings.com
- [UPDATE: NBC Wins 4 Olympics Thru 2020; Bidding Not Games-Changer For Networks](#) – June 7 – deadline.com
- [NBC Wins U.S. Broadcast Rights of Olympics Through 2020](#) – June 7 – swimmingworldmagazine.com
- [Aquatics Sports Dominate Capital One Academic All-America Men's At-Large Team](#) – June 7 – swimmingworldmagazine.com
 - *National Teamers Nathan Adrian, Bobby Bollier and Mark Dylla received the honor*
- [IOC praises Rio's preparations for 2016 Olympics, says city made 'impressive progress'](#) – June 7 – washingtonpost.com
 - *AP article in 2042 online publications*
- [NBC retains US Olympic TV rights in 4-games deal worth almost \\$4.4 billion](#) – June 7 – washingtonpost.com
 - *AP article*
- [Fox goes for TV gold with four-Olympics bid](#) – June 7 – theaustralian.com.au
- [Olympic Games a high-reward gamble for television networks](#) – June 6 – usatoday.com
- [Old myths don't apply to swimming](#) – June 6 – pnj.com
- [Heading Down The Stretch: Some Thoughts As World Championships Draw Closer](#) – June 6 – swimmingworldmagazine.com
- [Keeping minority kids safe in water](#) – June 6 – recordonline.com

- [Auction kicks off for U.S. Olympic broadcast rights](#) – June 6 – washingtonpost.com
- [CANADIAN OLYMPIC COMMITTEE UNVEILS NEW OLYMPIC BRAND IDENTITY](#) – June 6 – prnewswire.com
- [USA Swimming Open Water National Championships Slated for June 10, 12](#) – June 6 – swimmingworldmagazine.com
- [Fox kicks off presentations in Olympic rights bids](#) – June 6 – forbes.com
- [College Swimming Honors Names 2010-11 Award Winners](#) – June 6 – swimmingworldmagazine.com
 - *Conor Dwyer receives Male Career Improvement Award and Teresa Crippen gets the Impact Honor*
- [Nine bullish on retaining Olympic broadcast crown](#) – June 6 – theaustralian.com.au
- [Might A Shake-Up In Olympics Coverage Fix A Badly Broken System?](#) – June 6 – npr.org
- [IOC set to vote on US television rights for the Olympic Games in Sochi in 2014 and Rio de Janeiro in 2016](#) – June 5 – telegraph.co.uk
- [Bid chief says 'real race' starts now](#) – June 5 – koreaherald.com
- [Sports expert casts doubt over London Olympics legacy plan](#) – June 5 – kentnews.co.uk
- [USA Swimming bans former Carmel coach Lawrence for life](#) – June 4 – indystar.com
- [Briefs: Salinas swimming organization awarded \\$5,000 grant](#) – June 4 – thecalifornian.com
- [Industry News: SwimOutlet.com Makes Surprise Delivery to Metroplex Aquatics with Olympic Stars](#) – June 3 – swimmingworldmagazine.com
- [USOC Heads to Lausanne for Olympic TV Rights](#) – June 3 – aroundtherings.com
- [Valley could become Olympic training site](#) – June 3 – mtexpress.com
 - *The Sun Valley Ski Education Foundation submitted its application for certification as an Olympic and Paralympic training site to the U.S. Olympic Committee*
- [Hottest Olympic Event: Wrestling for TV Rights](#) – June 3 – online.wsj.com

Social Media Outlets:

- [Blog: Is NBC's \\$4 billion Olympic deal worth it?](#) – June 9 – murfreesboropost.com
- [Mark Warkentin will take part in the 2011 USA Open Water National Championships](#) – June 8 – blogs. Bettor.com
- [Chloe Sutton takes your questions, Part 1](#) – June 8 – universalsports.com
- [Chloe Sutton takes your questions, Part 2](#) – June 8 – universalsports.com
- [London reveals 2012 Olympic torch](#) – June 8 – espn.com/blog
- [Streamlined News](#) – June 7 – youtube.com
- [Questions for Ricky](#) – June 7 – rickyberens.com
- [Track and field — going nowhere fast in the United States](#) – June 6 – 3wiresports.com
- [Streamlined News](#) – June 6 – youtube.com
- [Closing in on Taper](#) – June 6 – petervanderkaay.com
- [MSS: Greg Pearsall and Eugene Godsoe](#) – June 6 – youtube.com
- [Streamlined News](#) – June 3 – youtube.com
- [Increase your Chances of Winning](#) – June 3 – nickbrunelli.wordpress.com