

EXECUTION PLAN

1. Pre-Production: Planning and Scripting

Scriptwriting & Storyboarding: Finalize 2-minute script with TTCU and Tulsa Run branding approval.

Visual Prep: Secure race footage from past years; confirm permissions for aerial and street footage.

Interview Scheduling:

- TTCU spokesperson (community message)
- Tulsa Run race director (logistics and tradition)
- Local runner or participant (human interest angle)

2. Production: Filming

Filming Locations:

- Downtown Tulsa (race course landmarks)
- TTCU Branch (for sponsor interview)
- Press footage of prior runs for archival integration

Interviews: Conduct 3–4 on-camera interviews; gather community soundbites.

B-Roll Capture: Crowd interactions, Tulsa landmarks, training groups, event prep.

3. Post-Production: Editing

Editing:

- Assemble VNR package (1:45–2:00 runtime)
- Include lower-thirds for all interviewees
- Add official TTCU Tulsa Run logo, website, and social handles

Versions Delivered:

- Broadcast-ready (HD, .mp4, no music bed)
- Web/social version (vertical cut for reels, with captions)

4. Distribution and Promotion

Media Distribution:

- Send to local newsrooms (KTUL, KJRH, FOX23, News on 6)
- Upload to Tulsa Run media page and social platforms
- Provide downloadable footage link and press release

Embargo Date: Lift embargo 2 days before race day.

Hashtags: #TTCUTulsaRun #RunTulsa #TulsaTradition

Social Media Taglines for Supporting Posts

“Cheers to 49 Years! The TCCU Tulsa Run returns October 31, 2026. Ready to lace up?”

“More than a race — it’s a Tulsa tradition. Register now at tulsarun.com.”

“5K, 15K, or 2K — there’s a race for everyone at the 49th Annual TCCU Tulsa Run.”

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