

USA Swimming

Weekly Media Report

Feb. 24th – March 2nd



USA Swimming | Weekly Media Report | Feb. 24th – March 2nd

Traditional Media Outlets:

- [A medley rivalry resumes in Indy](#) – March 2nd – universalsports.com
- [Michael Phelps in Indianapolis for Grand Prix swim meet](#) – March 2nd – wthr.com
- [Celebrities Help Prevent Bullying by Sharing Their Stories](#) – March 2nd – altech.org
- [Olympic & Amateur Sports: Olympian Hoff ready for big week in Indy](#) – March 2nd – indystar.com
- [Phelps to swim 5 events in Indy](#) – March 2nd – usatoday.com
- [U.S. Olympic Committee hires Stephen Whisnant as managing director](#) – March 2nd – aroundtherings.com
- [Lochte + Lil Wayne + Miami = Cullen Jones' 27th b-day](#) – March 1st – universalsports.com
- [Olympic committee honors ETSU professor](#) – March 1st – usatoday.com
- [POWERADE joins U.S. Olympic Committee's Team USA Career Program](#) – March 1st – usocpressbox.org
- [East London firm chosen to design 2012 Olympic and Paralympic torch](#) – Feb. 28th – insidethegames.biz
- [Ranking the Olympic Comebacks](#) – Feb. 28th – swimmingworldmagazine.com
- [Hundreds of swimming pools face axe as part of savage ConDem cuts](#) – Feb. 28th – mirror.co.uk
- [Bungling council spends £5m on Olympic swimming pool ... to be told it was TWO INCHES too short for competition](#) – Feb. 28th – dailymail.co.uk
- [Florida Senior State Championships: Ryan Lochte Shows Off](#) – Feb. 28th – swimmingworldmagazine.com
- [University of Texas at Austin One of Two U.S. Sites for Olympic Studies Center](#) – Feb. 28th – utexas.edu
- [Phelps on comeback trail](#) – Feb. 28th – sowetanlive.co.za
- [Phelps returns to competition](#) – Feb. 28th – m.news24.com
- [From football to Formula one, the biggest names in sport are flocking to the UAE](#) – Feb. 28th – thenational.ae
- ["We will be ready in 2016" Hambantota 2018 promise](#) – Feb. 27th – insidethegames.biz
- [Get working at the London 2012 Olympics](#) – Feb. 27th – insidethegames.biz
- [Michael Phelps Will Help Encore Beach Club Get Into Swim Of Things](#) – Feb. 24th – vegaschatter.com
- [New world spotlights old indignities](#) – Feb. 27th – min.scout.com
 - *Briefly mentions Michael Phelps ...*
- [Phelps will take the plunge at Indy meet](#) – Feb. 25th – bravenet.com

- [Phelps, Lochte headline Indy Grand Prix field](#) – Feb. 24th – universalsports.com
- [Good Counsel's Jack Conger on the rise in swimming](#) – Feb. 25th – washingtonpost.com
- [Phelps will take the plunge at Indy meet](#) – Feb. 25th – AFP
 - *Picked up by hundreds of media outlets ...*
- [High school swimmer makes splash](#) – Feb. 24th – ohio.com
- [Kinect Web Browser Beats Michael Phelps At His Own Game](#) – Feb. 24th – kinectaku.com
 - *This Web developer has created Web surfing software based on Michael Phelps' Push The Limit video game ... will it catch on?*

Social Media Outlets:

- [Open Water Source](#) – March 1st – youtube.com/openwatersource
 - *Lots of interesting videos this week from the Midmar Mile ...*
- [Ryan Lochte's New Website](#) – March 1st – ryanlochte.com
- [Natalie Coughlin's Team USA Blog: Cooking for a cause](#) – Feb. 28th – teamusa.org
- [2012 Olympic Logo – An Ugly Logo for Our A-List Celebrity Athletes](#) – Feb. 28th – blogs.babble.com
- [Ryan Steven Lochte: Multi-Stroke American Champion](#) – Feb. 28th – blogs.bettor.com
- [Gold Medal Delivery: Ryan Lochte makes a surprise delivery to a swim team](#) – Feb. 28th – swimoutlet.com
- [MSS: Marty Keating](#) – Feb. 27th – youtube.com
- [Swimming World TV's Streamlined News](#) – Feb. 25th – youtube.com
- [Ryan Lochte at Rose Bowl](#) – Feb. 25th – youtube.com
- [MSS: Georgia Relay](#) – Feb. 24th – youtube.com
- [Swimming World TV's Streamlined News](#) – Feb. 24th – youtube.com
- [MSS: Arianna Vanderpool-Wallace](#) – Feb. 24th – youtube.com
- [Natalie Coughlin's Team USA Blog: More urban farming adventures](#) – Feb. 24th – teamusa.org