

**From:** tianna@club-360.com  
**To:** [jbartoletta@](mailto:jbartoletta@)  
**Subject:** [FWD: Media Advice]  
**Date:** Saturday, July 21, 2012 7:20:54 AM

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This was the email I sent to Lewis Johnson although he hasn't responded yet. I am in love with you!!!!!!

----- Original Message -----

Subject: Media Advice  
From: <[tianna@club-360.com](mailto:tianna@club-360.com)>  
Date: Thu, July 19, 2012 9:27 am  
To: [LBJTV@](mailto:LBJTV@)

Mr. Johnson,

Thank you for returning my call. I appreciate your time. I saw on your business card that you also specialize Athlete media training or consultant (excuse me if I'm not remembering correctly). At the trials before the 200 you spoke with my husband and a representative of Doyle Management about my relationship with the media.

Originally, I kept quiet about my season because I wanted to continue to let my performances speak for me. After the final of the 100 I did run off the track- I ran off so fast because my husband was denied the correct credential due to an administrative error. I ran to him to give him a hug and kiss and I ran back down and right as I was coming back to the track, my USADA chaperone (who was new) told me I had to go to drug testing with him right away. I continued to walk toward the track but another USADA representative was screaming that I would be in big trouble if I didn't adhere to the drug testing rules right away. So I went. And then we got the call to report to the medal ceremony. So the three of us, Carmelita, Jenebah, and myself were behind the grandstand being fitted in those red Nike jackets for the podium when they received yet another call saying the ceremony was postponed until they figured out who got third place. I was never walked through the mixed zone as my USADA rep led me on some obscure path to doping control. The intention was not to snub the media. My first priority was to share that moment with my husband who was just at the top of the corral.

I've had to overcome so much to get to this point. It's absolutely unfortunate to be misunderstood in such a way. I met my husband last year (who wanted me to keep the name Madison and announce our marriage after the Games so that the Trials would be about me), at the time I was living with my sister, driving an unreliable Saturn, and at any given time I had \$100 max to my name. Although our first date was the best date I have ever had and I fell in love with him almost instantly he didn't spare me from the truth. He told me in our first conversation that my squandering of God's gift was a sin, that I was a prima donna, and that if I'd just stop lying to myself, and break the habit of doing just enough I'd become a better athlete, and a better person. So I took everything that had been a weakness of mine and made it a strength.

I was molested in high school and as a result I sort of took a passive approach to life, letting things happen. For example, my mother invited my molester to dinner one evening-- after she found out what the boy had done to me. My father, as he has for many years, just allowed these things to happen. In this atmosphere it was easier to let people talk down to me or take advantage of me than to stand up for

myself. I never thought I was living life as a victim but I was. As I was winning races and turning my career around I was taking my life back. I had the strength, confidence, and belief of my husband and everyday I made giant leaps forward.

As you know, I turned professional after my sophomore year in college. I made north of \$250,000 that year and was managed by John Nubani and my mother. My agent would send the checks to my mom, my mom (a high-ranking employee of a bank) would deposit the checks and wire \$1000 to my personal checking account. That was the amount of money I was allowed to blow, my bills and expenses came from the remaining money in the bank. I also got a \$35,000 signing bonus which my mother and I agreed to use to pay back a small student loan that I needed to cover the difference between my scholarship (I had two full scholarships: Academic and Athletic) and the expense of living off campus. When I left school a year early to train with Kersee I started to receive invoices for two student loans that totaled almost \$50,000!

Three years later, I was force to file for bankruptcy, lost my cars, had my Los Angeles/Westwood Condo foreclosed on, and am stuck with an IRS tax bill of almost \$75,000 I have nothing to show for the money, and my mom has been less than cooperative in providing the statements so that my accountant, husband, and I can start to dig myself out of this hole.

Recently I was finally able to stand up to my parents and say that I've had enough. That I no longer wanted to be taken advantage of and used. I currently have absolutely no relationship with my parents although they are in the media perpetuating the most boldface lie about how their unconditional support elevated me to this point. They even hosted a rally last night in my hometown where they took to the podium and gave a speech about the "Madison Family's journey to London".

In reality, my husband John moved me out of my sister's apartment, bought me a reliable car to get me to and from practice, made sure I never paid for gas, cooked every meal for me (at the beginning my weight was a problem), and made sure I had absolutely nothing to stress about. I live somewhat in a bubble with only the most loving and positive people around me. I'm telling you, it works wonders. I'm running free for the first time in my professional career. So running to him after making the Olympic Team made perfect sense to me and I apologize for how my actions came across to my fellow athletes, the media, and the fans.

I don't know if you know but John owns a major media/marketing company. After eight seasons of absolutely lackluster performances he saw in me an opportunity to reinvent myself and my image. He knows my story inside and out and we put together a strategy that would allow people to talk about what I was doing now rather than how I was competing in the past. My absence from social media was related to the distraction it was for me. If anyone knows the importance of social media it's John. His UNATION project is the culmination of every social media platform. He's partnered with Omnicom (a major advertising group) and a marketing agency named Engine Shop to name two. As I understand it and have sat in on several meetings these two companies control a majority of the brand money we track athletes are desperately trying to get our hands on.

Additionally, John learned about a passion of mine that I had previously only brainstormed about in notebooks. I want to be able to share with girls and young women the same idea that my husband instilled in me: stop cutting corners and start living your life with integrity, honor, and self-respect. Those are the three things that turned my life completely around. I've named it Club 360 for a couple reasons: 1) there are 360 degrees in a circle, and one goal of the club is to

produce well-rounded members of society. 2) there are no corners to cut in a circle. "No cutting corners" is one of the mottos of the Club. Club 360 is a personal development program that girls around the country can participate both online and off in events, challenges, and discussions that will encourage and nurture the development of those three qualities (integrity, honor, & respect). Online the website is set to update weekly in conjunction with the academic school year and revolves around a weekly discussion blog about real and relevant issues, events, or ideas. On the website members will be able connect with like-minded peers which is sometimes hard to do at school, chat with me, or find one stop resources for homework. Members are encouraged to take their participation offline by starting chapters with friends. I have a chapter in Tampa and upon my return the girls and I will host events such as a free dog wash at a local dog park for our community, conquering a ropes course as a character building exercise, and volunteering at nursing homes and local libraries. My husband and a team of his own employees whom he reassigned to work on this project with me are working around the clock and are visualizing a September launch date.

For me, this year has been about more than track and about more than money. I would venture to say that it's one of the greatest turn arounds in track and field and one of the most fairy-tale like love stories. Both he and I have a lot of things on our plate, he's running two companies and planning for the launch of my own. I'm training hard and using every spare second to write down my vision for my business and to get those notes to my team.

In the middle of all this we started this journey to bring home a medal (or two)! So my husband and I are asking you, having been involved in the media for years, how we move forward from my actions at the trials in which I meant well but was taken wrong. How you would handle the situation I described about my parents with the media if it were to come up (and I believe it will seeing as they are being extremely vocal). And finally, we all know track and field is what we do and is not who we are. My husband and our family together, learning, and Club 360 are what's most important to me. I understand that track and field can be my platform to make almost anything happen. I would like to know how you would suggest using the media to maximize this experience to make sure that we get the most out of all this work we've done and to set the stage for anything I may do in the future.

I know this email was extremely long, and I apologize for that. I wanted to talk to you about this in the states when this conversation wouldn't nearly be as expensive to have. If you don't mind sharing your thoughts with me I would greatly appreciate it. Thank you so much for your time.

Tianna Madison Bartoletta