

Ed Lane

Call it participatory journalism. Call it a voice of experience. Call it promotion from someone experienced in the event. Whatever it's called, having Ed Lane promote the Star City Half Marathon, as well as the Commonwealth Games and other events put on by Virginia Amateur Sports seems makes perfect sense.

Lane is well known around the Lynchburg/Roanoke/Danville areas for his show "The Fast Lane With Ed Lane" on numerous radio outlets. He talks sports, and local sports, with an emphasis on providing solid information and opinions, but not hot takes.

"I want honest conversations, not hot takes," Lane says. "I'm not interested in that kind of stuff."

A native of central Virginia who's lived in this area his entire life, with the exception of a short stint in middle school, his college years at Rhodes College in Memphis, Lane knows the Lynchburg, Roanoke, Danville and Martinsville areas as well as anyone. On air, Lane isn't trying to stir the pot of controversy to get ratings, he wants to tell the listeners what's going on and how to be part of it.

That's why Lane has been a vocal supporter of VAS. The grassroots organization designed to promote competition as well as camaraderie fits his mission to a T. As a sales representative for the media group, as well as an on-air personality, Lane likes being creative when forming a partnership such as the one with VTRN and VAS.

"I've worked with Virginia Amateur Sports for the last six years," Lane says. "It started off with the prior structured partnership, but since then we were able to get creative."

That creativity includes advertising and promotions, interviews and content features, and social media updates.

"There's an advertising element. But it's also 'Hey, I'm going to talk about it on my radio show and my platforms,'" Lane says. "I get to work with some awesome people. VAS does some of those events that I love to promote. They keep that competitive mindset going."

The Commonwealth Games fall at a great time for the promotion from the local sports radio network, happening in a summer dead period when local favorite topics—namely college sports—are in a seasonal lull. The Star City Half falls in the middle of college football season, but it's still special for Lane. He will be on the greenway in Roanoke pounding out the miles himself. He doesn't just talk about the race, he runs the race.

An avid runner, Lane enters eight to 10 races a year. The Star City Half is one of his favorites. When VAS picked up the Star City Half Marathon and 10K race several years ago, I immediately registered to run. VAS does such a great job of making it a great community event."

Distance races such as half and full marathons attract serious runners from far outside the local areas; people, like Lane, who travel to be part of great events.

“I was a runner in high school, although I didn’t take it as seriously as I probably could have. I was just a mediocre runner by high school standards. There wasn’t enough raw determination and ability to tap into, I have a more competitive streak now,” he says. “I got into running later, more for fitness, but with the technology available today and the shoes are so much better. Running is a lifetime sport, like tennis or golf. It’s hard to play sports like football or lacrosse once you’re out of school however, running can be done for a long time.”

As Lane prepares for a race—everything from training to race day preparations—he promotes it on social media, constantly raising awareness of the events.

For VAS, this attention is a valuable asset from a media partner.

The Star City Half Marathon will be held in Roanoke on Saturday, Nov. 19. Registration is available through the VAS website <https://www.commonwealthgames.org/starcity>