

**For Immediate Release****#77-19****NYC EMERGENCY MANAGEMENT'S LATEST 'PREP TALK' PODCAST:  
THE 2019 TCS NEW YORK CITY MARATHON***#PrepTalkNYC* {Click to listen to [episode 40](#)}

**October 23, 2019** — Runners take your mark – the TCS New York City Marathon is quickly approaching. The annual event, organized by the New York Road Runners, is a 26-mile run tracking through all five boroughs. On November 3, organizers expect more than 52,000 runners to participate with millions more spectating around the city. On the latest episode of “Prep Talk,” guests from New York City Emergency Management and the New York Road Runners discuss the importance of local, state, and federal coordination in ensuring a successful event.

“There are a lot resources that go into the NYC Marathon from our agency as well as other City agencies, **New York City Emergency Management Deputy Commissioner for Training and Exercises Jacob Cooper** said. “There is nothing that really compares – the logistical challenges are quite impressive.”

Deputy Commissioner Jacob Cooper was joined by Senior Vice President of Event Development & Production and Race Director Jim Heim, and Todd Metro, senior manager for safety and security at New York Road Runners. In addition to outlining the steps the City takes to ensure a successful race, the guests share tips to help runners prepare for the 2020 TCS New York City Marathon.

You can listen to the latest [episode](#) on [SoundCloud](#), [iTunes](#), and [Spreaker](#).

**About New York Road Runners:**

New York Road Runners’ mission is to help and inspire people through running. They are focused on making as big an impact as they can on community, youth, charity, and every individual runner. The first New York City Marathon took place in 1970 and was held entirely in Central Park. There were just 127 entrants and only 55 of them finished. Fast forward to 2018 and over 50,000 participants crossing the finish line. For more information about NYRR and the TCS New York City Marathon, visit [NYRR.org](#).

**Profiles:****PREP TALK**  
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Management

As Deputy Commissioner for Training, Exercises and Evaluation, **Jacob Cooper** is responsible for overseeing the training and exercises division, the agency's evaluation and improvement program, the City's Emergency Operations Center and the maintenance of the Citywide Incident Management System. Jacob Cooper joined NYC Emergency Management as an emergency preparedness coordinator in summer 2002 after four years at the New York City Department of Parks & Recreation. Cooper is a graduate of the National Preparedness Leadership Institute at Harvard University and received a master's in public administration from Binghamton University and a bachelor's degree from Alfred University.

Since joining New York Road Runners in 2007, **Jim Heim** has been instrumental in the growth and development of key event properties, including the TCS New York City Marathon, the United Airlines NYC Half, and the Popular Brooklyn Half. Heim has successfully elevated event planning, budgeting, and partner integration practices, including projects such as the TCS New York City Marathon wave start program, the seeded corral program at weekly races, and the development of sustainability efforts for NYRR events.

Heim is a key liaison with New York City agencies, and he oversees NYRR's Event Management, Production, Race Scoring, Warehouse, Volunteer, and Medical teams, as well as event operations and all technical production for our events. Prior to joining NYRR, Heim was with the National Football League's Philadelphia Eagles for eight years. He managed all premium-services event operations and helped to open Lincoln Financial Field. Heim is a graduate of the University of Scranton.

As the Senior Manager for Safety & Security, **Todd Metro** oversees all aspects for safety, security and medical operations for New York Road Runners and its events including the TCS NYC Marathon, United Airlines Half Marathon, Popular Brooklyn Half Marathon, and Staten Island Half Marathon. As part of his role, Metro works closely with federal, state, and local law entities to ensure the safety and security for NYRR's events, runners and spectators.

Metro joined New York Road Runners in 2018 after 25 years of serving as a detective with the New York City Police Department. He was a highly accomplished security and management professional with expertise in leveraging technology to enhance security projects and leading large-scale security and technology initiative's in areas of homeland security and counterterrorism. He obtained his Bachelor of Science in criminology at the University of South Florida. Todd is an accomplished runner and triathlete having successfully completed numerous marathons and three Ironman distance races.

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**MEDIA CONTACT:** Tashawn Brown/Omar Bourne (718) 422-4888

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