

SECTION #3

MEDIA RELATIONS

Media Relations

“Selling our Vision”

The media plays an important role in the exposure and growth of our franchise. We must make every effort to promote a positive and productive relationship with the media. The media has the ability to paint a positive or negative picture of our franchise and operations. It is important that we take every step necessary to provide the media with the tools and information needed to properly cover our team. There is a need for a specific plan and vision for how we will sell our franchise to the media and ultimately how we will be viewed by the general public.

Opportunities for Media Exposure

Print Media- Newspapers, Periodicals

Strategy for Exposure: Develop a great working relationship with local sports reporters and media. Provide the local reporters with all information necessary to cover our franchise. Conduct pre-game and post-game press sessions and interviews with players and coaches. Maintain relationship in off-season by providing on-going information on player signings and team events.

Electronic Media- Team Websites, Social Networking

Strategy for Exposure: Develop tremendous official team website and social networking pages. Provide online content such as daily blog, practice reports, online coaches shows, and interactive fan segments.

Broadcast Media- TV Interviews, Coaches Show, Televised Games, Coverage of Team Events

Strategy for Exposure: Create a working relationship with all local News/Sports TV Departments. Encourage media attendance at team workouts, open tryout camps, training camp and in-season practice sessions. Organize regular press conferences to present major announcements. Maintain relationship with the Image Sports TV network to provide broadcasts of all of our home games. This provides great exposure for our team and can serve as a “commercial” for prospective future fans and sponsors.





Print Media Samples

<http://shawnliotta.com/press/>

Audio/Video Samples

<http://shawnliotta.com/coach-liotta-tv/>