



The Rockland Boulders
CATCH BOULDERS FEVER THIS SUMMER!
Media Kit

By Joanne DeMarco

MCA 620 – Media Relations-I-Project

April 25, 2013



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ROCKLAND BOULDERS FACT SHEET

Headquarters: One Provident Bank Park Drive,
Pomona, NY 10970

E-Mail: pr@rocklandboulders.com

Internet: www.rocklandboulders.com

Telephone: (845) 364-0009

Fax: (845) 364-0001

History: The Rockland Boulders is an American professional baseball team based in the town of Pomona in Rockland County, New York. It is a member of the Can-Am League (Canadian American Association of Professional Baseball). The team was one of three teams joining the league for the 2011 season. Also joining the league in 2011 were the Newark Bears and the New York State League team the New York Federals. The team's name refers to Rockland County's many boulders in its landscape. The team's primary color, blue, alludes to the former Brooklyn Dodgers, which held their spring training events at Bear Mountain State Park during the 1940s. The red honors the neighboring Rockland County Fire Training Center. Boulder Bird is the official team mascot.

Team Overview: Our fans come first! The Rockland Boulders are focused on providing quality, affordable family entertainment for fans of all ages. We are proud of our competitive baseball team and to bring the tradition of America's pastime to the Hudson Valley/Northern New Jersey area. We value our community and strive to be a good corporate citizen.

Ballpark: The Rockland Boulder's new Provident Bank Park features 4,500 seats, 16 luxury and 11 loge boxes. The dimensions of the playing field are 323 foot left-field line, power alleys of 383 feet leading to the 403 foot center wall and 313 foot right-field line. The park also includes a 34 foot x 52 foot scoreboard. Other features include special hearing-impaired seating with loudspeakers installed under each seat, Kids Zone playground, and community rooms as well as food courts and kiosks. The ballpark is wheelchair accessible and family-friendly. Baseball fans that visit the park notice the similarity to Camden Yards, Fenway Park, CitiField and Dodger Stadium.

Attendance:

| Team | Year | Total | Openings | Average |
|----------|------|---------|----------|---------|
| Boulders | 2012 | 161,375 | 49 | 3,293 |
| Boulders | 2011 | 123,518 | 44 | 2,807 |



In 2012 the Boulders led the league in attendance with 161,375 fans.

Corporate/Local Partnerships: Provident Bank, AM 1230 WFAS radio, Plymouth Rock Energy, Town of Ramapo.

Ticket Prices: Tickets range from \$8 to \$16 each, please contact the box office for group reservations and discounts.

Press Contact: Michael Brady, Director of Public Relations: (845) 364-0009, ext 201, mbrady@rocklandboulders.com



Campaign Title: Catch Boulder Fever This Summer!

Background:

The Rockland Boulders is an American professional baseball team based in Pomona, New York; it is a member of the Can-Am (Canadian American Association of Professional Baseball) League. The team was one of three teams that joined the league in the 2011 season, and are still new to the area, as well as fans. The Rockland Boulder's new ballpark, Provident Bank Park, opened in June of 2011. The venue features 4,500 seats, 16 luxury and 11 loge boxes. Attendance at Boulders home games has steadily increased. Attendance was 123,518 for the 2011 season, with 44 home games played and 161,375 for the 2012 season, with 49 home games played. For the 2012 season, the average attendance was 3,293 per game, the highest in the league. The Boulders would like to raise fan awareness and increase attendance for the 2013 season by 10%. The goal of this campaign would be to have a total attendance of at least 181,100 fans for the 50 home games this season, this would average 3,622 fans in attending each home game.

Vision:

- Our fans come first!
- We will create an affordable and memorable fan experience.
- We will establish two-way communication with our fans in order to listen and learn.
- We will field a competitive team that is lead by a manager who understands the importance of being the face of the franchise.
- We will weave the baseball team into the fabric of the community by being a good corporate citizen.

Analysis:

The Boulders are a competitive baseball team (they made the playoffs last year), but there are still many people in the area that have not heard about them, their state-of-the-art ballpark or how affordable going to a game with family or friends can be. Their biggest competitor, the Hudson Valley Renegades, plays in Wappingers Falls, New York and is a well-established class A minor league team affiliated with the Tampa Bay Rays.

PR Challenges:

- Raise awareness about the Boulders to the local area
- Encourage fans to attend home games through giveaways, contests and promotions



- Create one event that will get the Boulders name in the news and attract a sell-out crowd



GOALS AND OBJECTIVES

Goals:

- To raise awareness of the Rockland Boulders in the Northern New Jersey and Hudson Valley region.
- Encourage fans to attend one or more home games this season.
- To retain current fans as well as gain new fans.
- Educate schools, community groups, corporations, churches and other organizations about the group space available at Provident Bank Park. It's an affordable and fun venue for a group event
- Successfully execute our "Mike Piazza/Make-A-Wish Foundation" event to help raise money for the charity as well as boost game attendance and visibility within the community.
- Hire one new full-time sales executive that will work throughout the year to promote the Rockland Boulders to corporations in the area.
- Hire two interns to work on this campaign. One to update the blog and handle all social media and the other one to do community outreach.

Objectives:

- To increase our 2013 season attendance 10% over last season's total attendance.
- To increase our group event bookings for the 2013 10% over last season's bookings.
- To increase our sales of multi-game packages for the 2013 season by 10% over last year.
- For the period of May 1 to September 20, to increase the number of hits on the rocklandboulders.com website by 20% over last year's number of hits for the same period of time.
- To increase our number of followers on Twitter by and "likes" on Facebook by 20% from May 1 to September 20.
- Have every home game broadcast by a local radio station and have every game (home and away) covered by a local television station.



STRATEGIES AND TACTICS

Strategies:

- Despite a lackluster economy, let the public know how affordable attending Rockland Boulders games are and that discounts are available when you buy multi-game plans.
- Use our “Mike Piazza/Make-A-Wish Foundation” event as a way to gain recognition and interest for the team, as well as raise money for the charity.
- Use incentives for fans to attend games later in the summer, as well as the 2014 season.
- Let directors of corporations, groups, schools, religious organizations and community organizations know about the various group space available at the ballpark and how we can help them plan a fun, affordable group outing.

Tactics:

- Two weeks prior to the event, send a complete press kit to the media to announce our Mike Piazza/Make-A-Wish Foundation event.
- Increase social media usage. Currently the Boulders use Facebook and Twitter. We will increase frequency of use of these two platforms, in addition to using Pinterest, YouTube and starting a blog on the Boulders website.
- Offer exclusive discount specials for a limited time only on our social media platforms.
- Be interviewed on local morning radio shows that air on WHUD, K104 and WFAS.
- Gain coverage in local print media. Have feature articles written about the Boulders in local newspapers like The Journal News, The Poughkeepsie Journal, The Times Herald Record and The Record (Bergen County, New Jersey).
- Gain coverage on local TV stations like News 12 Hudson Valley, News 12 Westchester, News 12 New Jersey, RNN and Fox 5 New York.
- Contact Fox’s *Good Day New York* to schedule an interview with Ken Lehner, President of the Rockland Boulders, to speak about our “Mike Piazza/Make-A-Wish Foundation” event.
- Hold a “Loyal Fan Contest”, where three lucky winners will win an iPad mini at the end of the season.
- Have our sales executive invite corporate and group decision makers to an open house, where they can get a full tour of Provident Bank Park, lunch, and a chance to meet the Rockland Boulders and Boulder Bird.



S.W.O.T. Analysis

| | Strengths | Weaknesses |
|-------------------------|--|--|
| Internal origins | <p>New state-of-the-art ball park (Provident Bank Park).</p> <p>Ballpark can accommodate various groups of people for different types of events.</p> <p>Affordable ticket prices.</p> <p>Team plays well and made the playoffs last year.</p> <p>Well-developed team website and social media presence on Facebook and Twitter.</p> <p>Notable increase in attendance from 2011 season to 2012 season.</p> | <p>Still a fairly new team to the area.</p> <p>Many people in the Hudson Valley area are not aware of the Boulders.</p> <p>Many prefer to see major league and minor league baseball games over Can-Am league games.</p> <p>Ballpark not easily accessible by public transportation.</p> |
| | Opportunities | Threats |
| External origins | <p>Provident Bank Park is a terrific venue for groups, organizations, parties and events.</p> <p>Hudson Valley area is very populated with many groups and corporations nearby.</p> <p>Expand social media use to include Pinterest and YouTube.</p> <p>Hudson Valley Renegades have only 38 games this season and the Boulders have 50.</p> <p>Boulders season starts five weeks earlier than the Renegades season.</p> | <p>Two MLB teams in the area (Yankees and Mets).</p> <p>Competition from the Hudson Valley Renegades, who are more established.</p> <p>The unstable economy has resulted in people spending less money on entertainment.</p> |



Messaging Matrix

| Core Message: Come out to Provident Bank Park this summer and see the Rockland Boulders in action! Affordable family fun-games and prizes at every game. The 2013 season is going to be our best yet! | | | |
|--|--|---|--|
| Target audiences: | Local Media | Local Residents | Directors of organizations/groups/companies |
| Messages: | Going to a Boulders game is much less expensive and more convenient than going to a major league game. | See the Rockland Boulders live this summer-come out to a game or two! | Great place to hold team building or corporate events. |
| | The Rockland Boulders care about their community! | Affordable fun for the entire family. | Group discounts available. |
| | Provident Bank Park is a state-of-the-art central gathering point for the local community, including, but not limited to, professional, college and high-school baseball games, plus special events. | Our new stadium is clean, modern and safe. Amenities include a family restroom, an ATM and multiple concession stands. | Hospitality suites and community rooms available for groups and buffet is included. |
| | Local business should advertise-hundreds of thousands of local residents attend games and visit our website! Advertise in the park or on our website! | Going to a Boulders game is much less expensive and more convenient than going to major league game. | Our Picnic area and Short Porch are available to groups-buffet included. |
| | The Rockland Boulders and Provident Bank park create jobs in the community. | Prizes and games at every game, as well as giveaway games! | For groups of 12 or more people, the Bridge Bar is available (must be 21 and older)-price includes buffet. |
| | Group discounts available. | Fireworks nights will be held throughout the season! | School Days! Late morning games in May and June for school trips! |
| | Opening day for the 2013 season is May 16 th ! | Thinking of having a birthday party for your child? Why not plan a party in the picnic area or short porch? A unique, fun way to celebrate! | Camp Days-Late morning games in July and August for camp trips! |
| | Our Mike Piazza/Make-A-Wish foundation event will be held on June 15 th . | Opening day for the 2013 season is May 16 th ! | Great outing for Girl Scouts/Boy Scouts/ little leagues and softball leagues as well as other youth and adult organizations! |
| | Our Loyal Fan Contest will be running through the end of the 2013 season. | Our Mike Piazza/Make-A-Wish foundation event will be held on June 15 th . | Our Mike Piazza/Make-A-Wish foundation event will be held on June 15 th . |
| | Our Loyal Fan Contest will be running through the end of the 2013 season. | Our Loyal Fan Contest will be running through the end of the 2013 season. | Our Loyal Fan Contest will be running through the end of the 2013 season. |



CAMPAIGN TIME LINE:

- April 22, 2013-tickets go on sale for the Boulders 2013 season.
- April 29, 2013-Start date for new sales executive.
- May 1, 2013-Press release to announce our “Loyal Fan contest” will be distributed.
- May 1-September 2, 2013-Have local radio stations promote the Boulder’s “Loyal Fan contest”
- May 6, 2013- New Interns to start and will continue to work until the end of August. One will handle social media; the other will be doing community outreach. The social media intern will sign up for Pinterest and YouTube and post to Facebook and Twitter three times a day. He or she will also update the Boulders blog at least three times a week. The community outreach intern will go to local malls and community events with Boulder Bird and hand out information, some small giveaways and coupons for Boulders games.
- May 10, 2013- Open house. The Boulders will host corporate, community and organizational decision makers for a tour of the stadium and lunch. They will show them all group spaces available at Provident Bank Park.
- May 16, 2013- First home game of the 2013 season.
- June 10, 2013-Media alert goes out for the Mike Piazza/Make-A-Wish Foundation event.
- June 10-15, 2013-Gain local TV, radio and newspaper coverage about the upcoming June 15th event.
- June 11-13, 2013- Have team president Ken Lehner appear on Fox’s *Good Day New York* to talk about the upcoming event where Mike Piazza will play with the Boulders for one game and raise money for the Make-A-Wish-Foundation.
- June 15, 2013- Mike Piazza/Make-A-Wish Foundation event. Mike Piazza will be signing 8x10s for \$20 each for two hours prior to the game. Ten percent of all autograph sales, ticket sales and concession sales will benefit the charity. There will also be a 50/50 raffle with the winner being announced at the end of the game. Our goal is to raise a minimum of \$15,000 for the Make-A-Wish Foundation during this event.
- June 15-16, 2013-Have local TV, radio and news stations cover the highlights of the event and game in their media outlet.
- June 16-September 2, 2013-Promote our “Loyal Fan” Contest through our Social Media platform and blogs.
- September 2, 2013-Last home season of the game.
- September 10, 2013-Deadline for all entries for the “Loyal Fan contest”
- September 15, 2013-Three iPad Mini winners announced the “Loyal Fan Contest”.



- September 16, 2013-Announce on all social media platforms, as well as our blog, the iPad Mini winners.
- September 25, 2013-All iPad Mini winners officially notified by mail.
- September 30, 2013-Finalize all measurable statistics for the 2013 season to ensure our PR campaign accomplished its goals.



PRESS RELEASE

FOR IMMEDIATE RELEASE

For further information, contact:

Michael Brady

Director of Media Relations, Rockland Boulders
Phone: (845) 364-0009
email: media.relations@rocklandboulders.com

Joanne DeMarco

Public Relations Manager
Phone: (914) 555-1212
email: jdemarco@jmdpr.com

ENTER THE ROCKLAND BOULDERS LOYAL FAN CONTEST AND WIN A FREE IPAD MINI!

Three iPad Minis Will Be Given Away at the End of the 2013 Season!

Pomona, NY, May 1, 2013 — Three lucky loyal Boulders Fans will win an iPad Mini in a random drawing at the end of the 2013 season. It's free to enter our "Loyal Fan Contest". The contest is open to all fans 12 and over. Three winners will each receive a brand new 16 GB iPad mini with 7.9-inch display and built in Wi-Fi capability. The contest will be held throughout the 2013 season and the winners will be announced on September 15, 2013. The more home games you attend, the better your chances are of winning a free iPad Mini!

In order to enter, visit our "Loyal Fan Contest" page on our website at <http://rocklandboulders.com/loyalfan> . On the site, you can read the contest rules and regulations, as well as the steps on how to enter. After completing the contact information online, enter the bar code number of a ticket from up to three different home games this season. You can enter as many times as you like as long as you are entering bar code numbers of tickets from different games. For example, if you attended six home games this season, you can enter twice. For those who do not have internet access, you may pick up a form at any Boulders game and mail in your entry form. Three random winners will be announced on September 15, 2013.

The Boulders home opener is May 16th! Tickets for the 2013 season are on sale now. Provident Bank Park is located at 1 Provident Bank Park Dr. in Pomona, NY. Tickets may be purchased by visiting the box office in person or by calling 845-364-0009 during box office hours (Monday-Friday 9:00 AM to 5:00 PM). You may also buy tickets online at <http://www.rocklandboulders.com/tickets>. We hope to see you at a few games this summer!





About The Rockland Boulders

The Rockland Boulders is an American professional baseball team based in Pomona, New York in Rockland County, NY. It is a member of the Canadian American Association of Professional Baseball, also known as the Can-Am League. The team joined the league in 2011 and plays at Provident Bank Park, which opened in June, 2011. Boulder Bird is the official team mascot. For more information please visit us at <http://rocklandboulders.com>.

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Pitch Letter

Mr. Duke Castiglione
Sports Reporter
Fox 5/Good Day New York
205 East 67th Street
New York, NY 10021

Dear Mr. Castiglione:

On Saturday, June 15th, history will be made at the Rockland Boulders home stadium, Provident Bank Park in Pomona, New York.

That day will mark the first time since September 30, 2007 that former New York Met catcher Mike Piazza will suit up and play ball! Mike will be playing just one game with the Rockland Boulders and will take part in our fundraising event for the Make-A-Wish Foundation.

We are very excited that Mike has agreed to donate his time to meet our fans and play with the Boulders for one special game. Mike is looking forward to getting behind the plate and hopes the stadium is packed with fans who want to have a good time and help raise money for a worthy cause. He has worked with the Make-A-Wish Foundation before and supports their goal of helping children with life-threatening illnesses live out their dreams and share the experience with their families.

For two hours prior to the game, Mike will be meeting fans and signing 8x10 autographs at a cost of \$20 each. After the game there will be a huge 50/50 raffle where one lucky fan will walk away a few thousand dollars richer. The Boulders are donating 10% of all ticket sales and concession sales for that game to the Make-A-Wish Foundation, as well as the proceeds for the 50/50 raffle and the autograph signing.

Boulders team president, Ken Lehner, will be available to discuss Mike's appearance and our Make-A-Wish Foundation event. He will be available for interviews on Tuesday, June 11th, Wednesday, June 12th and Thursday, June 13th.

I'll be in touch soon to discuss a possible interview with Mr. Lehner. Please do not hesitate to contact me via email, at jdemarco@jmdpr.com, or on my cell phone at (914) 555-1212. I look forward to speaking with you.

Sincerely,

Joanne DeMarco
Public Relations Manager



FOR IMMEDIATE RELEASE: JUNE 10, 2013

For further information, contact:

Michael Brady

Director of Media Relations, Rockland Boulders

Phone: (845) 364-0009

email: media.relations@rocklandboulders.com

Joanne DeMarco

Public Relations Manager

Phone: (914) 555-1212

email: jdemarco@jmdpr.com

MEDIA ADVISORY

The Rockland Boulders Announce “Mike Piazza/Make-A-Wish Foundation” Event on SATURDAY, JUNE 15TH, 2013

WHAT: The Rockland Boulders is proud to announce that former New York Met, Mike Piazza, has signed a one game contract to play with the Boulders on Saturday, June 15, 2013. He will be signing autographs before the game and play catcher for the Boulders on June 15th. All money raised from Mr. Piazza’s autograph signing, our special 50/50 raffle, as well as 10% of ticket and concession sales will be donated to the Make-A-Wish Foundation to benefit children with life-threatening medical conditions.

WHEN: Saturday, June 15, 2013. Rain date is Sunday, June 16, 2013.

WHERE: Provident Bank Park, located at One Provident Bank Park Drive, Pomona, New York.

WHY: The Rockland Boulders would like to raise money for a worthy charity that helps children around the country, as well as in our community, who are facing life-threatening illnesses live out their dream. Whether a child’s dream is to become a policeman for a day or have lunch with the Disney princesses at Walt Disney World, we try to fill each child’s wish, so the child and their family can experience happiness in what is often a difficult time in their lives. Former New York Met, Mike Piazza, was willing to donate his time to help us raise money for the Make-A-Wish Foundation. He signed a one game contract with the Boulders, where he is being paid just one dollar, and is very excited to suit up and get behind the plate.

Many children in our area have been helped by this wonderful organization. To keep it running and to keep the dreams alive for other children, donations are needed. We planned this event to raise money for the Make-A-Wish Foundation and to encourage fans to come out to a Boulders game to experience a minor league baseball game live and in person. Come on out and see Mike Piazza in person and help out a worthy children’s charity in the process! Catch Boulders fever this summer!

QUESTIONS: Contact Joanne DeMarco at 914-555-1212 or Michael Brady at 845-364-0009.



TIP SHEET

FOR IMMEDIATE RELEASE: MAY 1, 2013

For further information, contact:

Michael Brady

Director of Media Relations, Rockland Boulders

Phone: (845) 364-0009

email: media.relations@rocklandboulders.com

Joanne DeMarco

Public Relations Manager

Phone: (914) 555-1212

email: jdemarco@jmdpr.com

5 TIPS TO MAKE YOUR BOULDERS GAME EXPERIENCE MORE ENJOYABLE

Pomona, NY, May 1, 2013— Tickets for the Rockland Boulders 2013 season went on sale on Monday, April 22nd. It's time to plan your trip to Provident Bank Park in Pomona, NY to see the Boulders in action. Public Relations Manager, Joanne DeMarco, has five great tips to help make your visit to our stadium more enjoyable.

“The Rockland Boulders and Provident Bank Park are still fairly new to the area and many local residents haven't yet experienced attending one of our games. We want to introduce more people to the team and to the benefits of attending a minor league baseball game.”

Here are DeMarco's five tips to keep in mind when attending a Boulders game:

1. Don't bring outside food or beverages. For the safety of our fans, all outside food and beverages are prohibited.
2. Games where there are giveaways and fireworks are always more crowded. Allow yourself extra time and be patient, especially when entering and exiting the parking lot.
3. If someone in your group is having a birthday, we can announce it! If you would like a birthday announcement, put in your request prior to Noon that day by calling the Boulders front office at (845) 364-0009.
4. We cater to groups-large and small! The ballpark features the Sunset Party Deck, the Short Porch, our picnic area, the Bridge Bar, luxury suite boxes, a community room and the Dugout of Dreams, for group events. Contact us to plan your next group event.
5. Our mascot Boulder Bird greets fans throughout the stadium! He's not camera shy either and loves to take pictures with fans-so have your camera ready! He's so cool; he has his own Facebook fan page! You can follow him at: <https://www.facebook.com/Boulderbird> .

About The Rockland Boulders

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FAQ's

Who owns the Rockland Baseball team?

Rockland Baseball is owned and operated by Bottom 9 Baseball, LLC (B9B), a sports entertainment and management company comprised of former executives from all levels of major and minor league sports. The President of Bottom 9 Baseball, LLC is Mr. Ken Lehner.

How do I get to Provident Bank Park?

You can visit our website for directions- www.rocklandboulders.com/ballpark/map . You can also enter our address in your GPS, which is 1 Provident Bank Park Drive, Pomona, NY 10970. The ballpark is a short distance from exit 12 on the New York State Thruway. It is not easily accessible by public transportation.

How much do tickets to the game cost?

Tickets start as low as \$8 each and go up to \$16 for stadium seating. On Fireworks nights, the prices range from \$9 to \$17 per seat. Please contact our box office for more information and pricing for the Picnic Deck, community rooms, Short Deck, VIP boxes and other group areas of the stadium.

How can I purchase tickets to a game?

Tickets can be purchased by visiting our website www.rocklandboulders.com . You can also visit the box office in person between 9:00 AM and 5:00 PM Monday through Friday. You may also purchase tickets by calling (845) 364-0009 or emailing tickets@rocklandboulders.com .

When is opening day for the 2013 season?

The first game of the season is Thursday, May 16th at 7:00 PM against the Newark Bears.

When do the gates open before games?

The gates at Provident Bank Park open 60 minutes prior to game time Monday through Thursday, and 90 minutes before the first pitch on Fridays, Saturdays and Sundays.

How much does it cost to park at the stadium?

The cost is \$5 per car.



Media Targets

We will use a variety of internet, print, radio, and television media targets to gain visibility in the region surrounding Rockland County, New York. We want to start our campaign aggressively when ticket sales begin in late April and get the Boulders name out right away. We feel there are many people in the area who are unfamiliar with the team and have not heard of the Boulders.

Internet: Twitter, Facebook, Pinterest, YouTube, The Patch, Groupon.com, whud.com, Lohud.com, recordonline.com and NorthJersey.com.

Reason: The Boulders Facebook page has almost 9,000 likes. They currently have a little over 1,000 followers on Twitter. Our new intern will be posting more frequently to these two platforms and we expect the number of likes and followers to go up noticeably. In addition, the Boulders will now be on Pinterest and YouTube, expanding their reach on social media. Getting articles written throughout the spring and summer about the Boulders and having them run in all editions of patch.com in our target area would greatly boost our reach. Launching a campaign through Groupon.com is free and you can track your campaign results. We will offer a multi-game ticket package for a 25% discount. Even if people don't buy the deal, just being seen by so many local residents will put us in front of our target audience. Reach WHUD listeners by having the station send an email blast to their readers telling them about our loyal fan contest in which we are giving away three iPad minis. By print and online edition readers of The Journal News (Lohud.com), The Times Herald Record (Recordonline.com), and The Record (NorthJersey.com) being emailed as part of regular email blasts, our presence on these emails, will gain exposure to our target region.

Print: *The Journal News, The Times Herald Record, The Record (Bergen County, NJ), The Poughkeepsie Journal, Rivertown Magazine, Westchester and Rockland Essentials Magazine, USA Today Sports Weekly Magazine, Westchester Family Magazine.*

Reason: Many people in the area do read newspapers and magazines regularly. You are appealing to a different demographic by gaining exposure in print media. Readers of daily newspapers may be older and not use technology. Local magazines, such as the ones we are targeting, can often be found in waiting rooms at doctor's offices. People who may not normally read them will browse through them in a waiting room. The Westchester Family Magazine is free and can be found at daycare centers, bowling alleys, malls and other public places that families with young children often frequent. Having a story run in these publications about the team, the stadium and how you can hold children's birthday parties and group events at Provident Bank Park, would be ideal.



Radio: *WFAS (1230 AM, 103.9 FM), WHUD (100.7 FM), K104 (104.7)*

Reason: The average person listens to about 20 hours of radio each week. Nearly all of us listen to the radio every day (74.8%), if not every week (94.1%). The power of radio is great. The stations selected are local to Rockland County, NY and widely listened to by adults likely to purchase tickets. Many people in this area work for corporations or are involved in associations that may also be interested in visiting the stadium as a group. Send a prize pack to morning show DJs at these stations. Contact them to see if they will do a brief interview with the Boulders team president on their morning show. Ask them to announce our "Loyal Fan Contest" and iPad mini giveaway. We will also send each station a set of four tickets to a few of our home games and let the stations use them as prizes, in which the listeners have to call in to win! That will get our name out on a regular basis-station love to give away prizes and people love to win prizes.

Television: *News 12 Westchester, News 12 Hudson Valley, News 12 New Jersey, RNN*

Reason: The power of TV is tremendous! Many households have multiple TVs and smartphone apps make it possible to watch TV "on the go". DVRs are also growing in number and many people record shows on their DVR and watch them when it's convenient for them. All targeted stations are hyper local and are the most watched local stations in the area. News 12 Westchester has "Weekend Daytime" with Matt Sampson. Other similar morning and daytime shows would be great forums for an interview or feature story about the Boulders. Pitching these stations just prior to our Make-A-Wish foundation event featuring Mike Piazza would be an excellent way to promote the event itself as well as the Boulders. Getting exposure through interviews or feature stories early to mid-season would increase our local exposure. Having links on these stations websites post-interview or story would allow people to click on it and replay the interview or story after it aired. The links also remain on the internet for a long period of time and can be found when looked up in major search engines.



Distribution Strategies

PR Newswire- PR Newswire delivers to journalists in all media, including bloggers. This service will help us reach our target audience, which are baseball fans in the local region. We are particularly interested in reaching local journalists who cover sports and local news, as they will be the most influential to our target audience. This will supplement what we distribute using Cision, and will allow us to reach the greatest number of relevant journalists.

Cision- is crucial in identifying key media and influencers, which will help us connect with the right audience and target individual journalists that cover the topics relevant to our campaign. Targeting journalists that cover local sports, local news and local events will help us get our message out to the intended audience and avoid contacting journalists who cover irrelevant topics.

Media advisory and press release was sent to the following media contacts:

WFAN Radio-Joe Benigno, on-air sports personality. New York based sports talk radio station.

Fox 5 News/Good Day New York-Duke Castiglione, sports reporter. News, weather, sports and feature stories for the metropolitan New York City area.

WCBS News 2 New York-Otis Livingston, sports director. News, weather, sports and feature stories for the metropolitan New York City area.

WNBC News 4 New York-Bruce Beck, sports director. News, weather, sports and feature stories for the metropolitan New York City area.

WABC News 7 New York-Rob Powers, sports director. News, weather, sports and feature stories for the metropolitan New York City area.

News 12 New Jersey, Hudson Valley and Westchester- News, weather, sports and feature stories for the hyper local areas they cover. For News 12 New Jersey, it was sent to George Falkowski, Sports Reporter. For News 12 Hudson Valley and News 12 Westchester, it was sent to Walt Fowler, Sports Director.

RNN-Regional News Network-News, weather, sports and feature stories for the Hudson Valley region, as well as New York City, Long Island and parts of Northern New Jersey. Sent to Jerry Andrews, news director.

The Journal News-print and online news for the Hudson Valley, New York. Sent to both David Emke, regional editor and Rick Kozlowski, sports editor.



Times Herald Record-print and online news for Orange, Sullivan and Ulster counties in New York; Pike County in Pennsylvania; and Sussex County in New Jersey. Sent to Judy Connelly, sports editor.

The Bergen Record-print and online news for Northern New Jersey. Sent to Bob Klapisch, sports writer.

The Poughkeepsie Journal-print and online news for Dutchess County and the Mid-Hudson Valley. Sent to Mike Benischek, Local Editor/Sports.

USA Today Sports Weekly Magazine-Weekly sports magazine that covers Major League Baseball, Minor League Baseball, NCAA baseball and the National Football League in depth. Sent to Michael Hiestand, USA Today sports writer.

Westchester Family Magazine- Monthly magazine focused on family activities and outings. Sent to editor, Jean Sheff.

Email Blasts-email blasts were sent to Lohud.com, recordonline.com and NorthJersey.com online newspaper subscribers. They were also sent to listeners of radio stations K104, WHUD, and WFAS radio stations. In addition, email blasts were sent to viewers of local TV stations like News 12 Hudson Valley, News 12 Westchester, News 12 New Jersey and RNN. Email blasts were also sent to all users already registered on RocklandBoulders.com

Social Media-regular updates were posted on social media sites (Twitter, Facebook, Pinterest and YouTube). Fans of our social media pages were frequently informed about promotions, sales and upcoming events.



Summary/Measuring Results

In every media relations campaign, it's important to measure your results to prove that the objectives of the campaign were successfully met. Although this campaign will go on throughout the 2013 season, we are looking to analyze our measurable numbers after the season has ended to ensure our objectives were met.

- Our main objective was to increase our 2013 season attendance 10% over last season's total attendance. This can be measured by tallying the total number of ticket sales for the 2013 season and comparing them to the 2012 season. We are looking to have a minimum number of 181,100 fans in attendance for this season to meet our objective. Our related goals were to increase our group event bookings for the 2013 10% over last season's bookings, as well as to increase our sales of multi-game packages for the 2013 season by 10% over last year. To determine if these objectives are met, the sales office would have to further analyze ticket sales for this season and compare them to that of last season.
- Our next objective was to increase the number of hits on the Rockland Boulders website (www.rocklandboulders.com) by 20% over last year's number of hits for the same period of time. To track the number of hits to the site this season, we will use Google analytics. We not only wanted to see how many hits we were getting, but we wanted to know which email campaigns and websites were the most effective in directing visitors to our site. For measurement purposes, the comparison of the number of hits was enough to see if we attained our goal.
- The social media objective of the campaign is to increase our number of followers on Twitter by and "likes" on Facebook by 20% from May 1 to September 20. For Twitter analytics, we will monitor the trending, use and frequency of #CanAmBoulders. We will also be comparing the number of followers on Twitter from May 1 to the number on September 20th. The same can be said for number of Facebook "likes". Looking at the insights area of the Facebook page will not only tell us how many likes we have, but also allow us to see what posts had the greatest reach, number of users engaged and most number of people talking about it. This is a great way to learn what type of content our Facebook fans find interesting.
- Our final objective of having every home game broadcast by a local radio station and have every game (home and away) covered by a local television station will require more basic measurement. WFAS 1230 radio station has agreed to broadcast all of our home games this season, so we will have an intern check during game time and tune in and confirm the game was broadcast. We will also



have an intern check that at least one local television station (News 12 Hudson Valley, News 12 New Jersey, News 12 Westchester and RNN) did mention the game, the score or show a highlight in a news broadcast following the game. We are hoping for 15 seconds or more of coverage on local television for each home and away game. We will capture and save audio and video clips to prove the local radio and TV coverage. We were considering using a company called Track News (www.trackvinc.com) to capture TV and radio clips, but felt that for budgetary reasons, it would be more cost efficient if we had interns confirm the media coverage.

Once the September 20th objective date has passed, all ticket sales and revenue figures will be calculated. We will then create a complete presentation to share with management. This presentation will be comprehensive and prove that our public relations campaign was successful in meeting its goals as well as measureable objectives. We plan on making that presentation at mutually convenient date during the first week of October.