



Dear Friends:

On behalf of Maroon PR, I'd like to welcome you to the latest edition of our quarterly E-Newsletter, which provides different perspectives from professionals within our industry and all things Maroon PR.

Maroon PR has been fortunate enough to remain busy throughout the spring. We've continued coordinating events for clients and positioning them in the media, as well as undergone a structural change to the company itself. We are glad to share all of this news with you.

We hope you find *The Insider* entertaining and that you will continue to visit MaroonPR.com to stay informed with everything we are involved with in the future.


Sincerely,

John Maroon, President

5 QUESTIONS WITH...



DIANE PELKEY
Director of Communications
Under Armour

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News & Notes

Maroon PR Adds Four New Clients to Roster and Retains Two Others



Maroon PR agrees to work with The United Football League, Reading is Fundamental (RIF), The Bob Lucido Team and The Hoiles-Gladstone Group and retains Sullivan's Steakhouse and The Kerosene Lamp Foundation.

Over the last quarter, Maroon PR has been hired by four new clients and was retained by two others.

The [United Football League \(UFL\)](#), a professional football league that will play its inaugural season this October, hired Maroon PR in June to handle public relations for their [Orlando franchise](#). The agency will also handle most of the East Coast media for the league, as well as assist with public relations for Commissioner Michael Huyghue's office.

1. Under Armour has become one of the biggest clothing, shoe and athletic apparel providers over the last decade. With this growth, how much of your position is pitching media outlets and how much of it is taking calls from the media and deciding which ones would be the best fit promoting Under Armour's brand?



My job is not only to generate publicity around the Under Armour brand and key initiatives, but more importantly to make sure we appear in the right places that make sense for Under Armour and protect our brand image. We have turned down product placement opportunities because they are not a good fit for our brand. Oftentimes it is more important where you don't show up than where you do! We develop specific media strategies around key initiatives targeting outlets that will reach our target audience and always stay true to our brand ethos.

2. Under Armour started in Baltimore and has a very loyal fan base in the city. How do you continue to help grow Under Armour on the national and international level, while still maintaining and cultivating your strong relationship in Baltimore?

Baltimore has a heritage of toughness and hard work similar to Under Armour and our corporate culture. Baltimore will always be part of our DNA and it is a great home! One of our core values that we carry through our building is to "Be Humble, Stay Hungry." We apply that to everything we do. Even as we grow, we will always stay true to who we are and our core values. It is important to never lose sight of that.

3. You were named director of communications at Under Armour in 2008 after previously working for Reebok. What did you learn from your five-plus years at Reebok that has helped and prepared you for your current position at Under Armour?

Relationships with strategic partners and media are very important in this industry! If you don't have the relationships it is extremely difficult to be successful. I learned that early on.

Throughout the years as a PR professional, I was able to cultivate a lot of relationships with key media and alliances that I have continued to work with at Under Armour. In PR, we are often on the front lines and it is our job to help shape the messaging and tell a great story. It is extremely important to have those relationships to be a successful and achieve overall goals. As I've become a more seasoned PR professional, I have learned how to navigate and deliver messages in a clear, concise manner.

4. Under Armour has provided apparel and become the official outfitter of organizations that include Ripken Baseball, USA Football, and even the television show "Friday Night Lights." Why did the company decide to align itself with these organizations, and how have these partnerships helped the company?

In May, Maroon PR started working with [Reading is Fundamental \(RIF\)](#). Founded in 1966, RIF is the oldest and largest children's and family nonprofit literacy organization in the United States. Maroon PR is working with RIF to build its brand and to generate media exposure for its various programs and events.

Maroon PR will also work with [The Bob Lucido Team](#), "Maryland's Most Experienced Real Estate Team." The Team has 25 years of real estate agency experience and Bob Lucido has been involved in the sale of over 30,000 homes. Maroon PR will handle media relations for The Bob Lucido Team, which includes positioning their executives in the media.

In June, Maroon PR was hired by The Hoiles-Gladstone Group, a new business venture started by former Baltimore Orioles' player Chris Hoiles and Adam Gladstone, an official with the York Revolution baseball team. Maroon PR will help brand the company and promote future events.

[Sullivan's Steakhouse](#), the swank Baltimore steakhouse located in the Inner Harbor, extended its relationship with Maroon PR as its agency of record. Since its opening in February 2009, the Sullivan's Baltimore location has become the No. 1 restaurant in terms of profits for all of Sullivan's 19 locations throughout the United States.

Maroon PR has also been retained as agency of record for professional basketball player Adonal Foyle's [Kerosene Lamp Foundation](#). Fresh off of the NBA Finals with the Orlando Magic, Adonal and KLF will be hosting their annual Athletics and Academics camps for over 1,000 underserved children in the Caribbean and in Northern California later this summer.

At Under Armour, we seek partnerships that make sense for our brand. Under Armour was founded on the football field and we look to partner with brands that are a good fit for us and brands that share similar missions that we do.

The Ripken partnership was a great fit, because at Under Armour we have a mission to grow the sport of baseball globally. Ripken Baseball works to that goal as well, so aligning ourselves with Ripken made sense.

5. Social media has become a valuable tool for public relations professionals to promote their clients. In what ways has Under Armour used social media to promote its brand?

Our target consumer spends the majority of their time online, so it is extremely important to have a digital presence. No longer is it a one-way conversation. We like to engage with our consumer and have a dialogue. Social media is part of our overall media strategy and we utilize Facebook, [Twitter](#) and YouTube to communicate with our consumers.

P.R. UNDERCOVER

Investigating the Good, Bad & Ugly of the P.R. Industry

Experiences with PR professionals... from the mind of a nationally respected Editor/Reporter/Producer



This quarter, Maroon PR tracked down... Darren Rovell, CNBC's Sports Business Reporter. He is responsible for both analyzing and reporting on the sports business world on all of CNBC's programming. You can read his "Sports Biz with Darren Rovell" blog at www.darrenrovell.com.

There's a very fine line between good PR and bad PR. The only relevant number PR people should know about me is this: 1.

That's how many pitches out of 100 turn into a story.

The good PR people are aware of what I do, what type of stories I write or broadcast and know what it takes to be that one percent that breaks through.

The bad PR people get my name, email or phone number without reading or seeing a piece of mine on CNBC and therefore have no clue why what they are pitching is relevant to me.

When I see a crafted pitch, I ask two questions. Was this tailored for me? Is this exclusive?

If the answer is no to both of those we're done.

Professional Baseball Athletic Trainers Society (PBATS) Kicks Off 2009 PLAY Campaign



Cubs head athletic trainer, Mark O'Neal (center, standing) talks to Chicago youngsters in the outfield at Wrigley Field.

The Professional Baseball Athletic Trainers Society (PBATS) kicked off its 2009 **PLAY (Promoting a Lifetime of Activity for Youth)** campaign on May 20 with the Cincinnati Reds. This summer the campaign will visit all 30 MLB ballparks to educate select groups of young people in each city about the importance of living an active and healthy lifestyle. In addition, PBATS is continuing its work with the [Taylor Hooton Foundation](#) to incorporate steroid education in the program by including Don Hooton's "Hoot's Chalk Talk" presentations at each event.

This will be Maroon PR's third summer working on the PLAY campaign with PBATS. The firm will work to generate media attention for each PLAY event in all 30 MLB markets, as well as the work being done in the community by each MLB team's athletic training staff. So far this season, Maroon PR has garnered media attention for the campaign in outlets such as, Comcast SportsNet and WGN-TV in Chicago; ABC and Fox affiliates in Atlanta; each affiliate TV station in Cincinnati and MLB.com. People can follow PBATS and the PLAY campaign on Twitter at www.twitter.com/PBATS.

Junior World Championship Begins

The USA Football Junior National Team Competing in Eight-Nation Tournament in Canton, Ohio

bone marrow.

Great leaders communicate. Poor leaders just talk. To literally see the difference, look in a mirror and notice your ratio of ears to mouth: Two to one. Communicators live by that ratio. They listen at least twice as much as they talk. Talkers, on the other hand, invert that ratio and talk at least twice as much as they listen.

Now the critical question: Are you a communicator or a talker?

Use this litmus test to find out: The next meeting you go into, try not to talk at all - unless called upon. If midway through the meeting you feel an overwhelming urge to talk and can no longer tolerate your own silence, then the people who work for you or with you probably know what you just discovered. You're a talker. If you sail through the meeting dialed into what others have to say, then you have the core skill of a communicator.

Too many people mistakenly think of talking and communicating as synonymous. They aren't. If they were, you could talk through your ears.

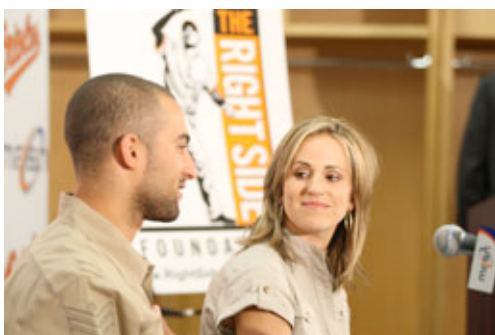


Gerry Sandusky is a communications consultant, TV & Radio sportscaster, and the Voice of the Baltimore Ravens. His company, The Sandusky Group, is on the web at www.SanduskyGroup.com.

Nick and Christina Markakis Launch "The Right Side Foundation"

Maroon PR Assists the Markakises in Launch of Foundation for Children

After months of planning, Nick and Christina Markakis officially announced the establishment of [The Right Side Foundation](#), a non-profit organization designed to improve the



Nick Markakis (left) and wife Christina at The Right Side Foundation launch press conference

lives of distressed children throughout Maryland. Maroon PR has been working with the Markakises since the beginning of April and has assisted in all aspects of the formation of the Foundation, including choosing a name, logo development, website design and establishing programming and events. The firm also managed the press conference announcing the launch of the Foundation on May 26 at Oriole Park at Camden Yards.

Nuggets into the NBA playoffs, Maroon PR secured a number of high-profile pieces on the Nuggets' team captain in various national sports media outlets. Utilizing Melo's growth throughout the regular season and his exceptional play in the post-season, Maroon PR secured placements in The Washington Post, ESPN and USA Today. A feature in Sporting News is planned for later this summer.

On May 19, Michael Wilbon's column in [The Washington Post](#) profiled Melo. Less than a week later, Melo sat down with ESPN's Shelley Smith for their "Sunday Conversation" segment. The segment aired on SportsCenter on May 24 and again on May 25. On May 27, Melo was the subject of a [cover story in USA Today's](#) sports section by Jon Saraceno.

Ripken Baseball and Under Armour Partner



(From Left) Bill Ripken, Kevin Plank and Cal Ripken, Jr.

In April, Under Armour, the Baltimore-based leader in performance apparel and footwear, partnered with [Ripken Baseball](#) for an exclusive five-year partnership. Through the partnership, Under Armour becomes the official outfitter of Ripken Baseball and will outfit the minor league Aberdeen IronBirds as well as the 10 domestic teams taking part in the Cal Ripken World Series this summer. Under Armour also is the title sponsor for 25 Ripken youth tournaments in which 35,000 players participate annually.

Maroon PR worked with Under Armour to stage a press conference at the [Sports Legends Museum](#) at

At the press conference, the Foundation announced two of its initial programs. The “[Fun for 21](#)” initiative, named for Nick’s jersey number, will enable 21 children throughout the state to enjoy experiences ranging from exploring the outdoors to visiting Maryland’s museums and attractions. The Markakis will also host a [5K Run/One Mile Fun Walk](#) on August 16 at Patterson Park in Baltimore. The race will follow the Orioles’ home game against the Los Angeles Angels.

The press conference and launch of the Foundation was well covered by regional and national media including: The Associated Press, The Baltimore Sun, MASN/MASNSports.com, MLB.com and each local affiliate television station in Baltimore. Maroon PR handled the media outreach for the launch and facilitated media interviews for the Markakis.

Editors Note: The Right Side Foundation is encouraging people that need to order flowers or plants to utilize their partner, [Radebaugh Florist & Greenhouses](#). For each sale generated through RightSideFoundation.org, Radebaugh Florist & Greenhouses will donate \$5 back to the Right Side Foundation. This can be done by clicking on the Radebaugh logo at the Right Side Foundation website. Orders can be made and delivered nationwide.

Reading is Fundamental and the Washington Nationals Partner for "RIF Day"

RIF Distributed Thousands of Free Books to Area Students

On May 19, Maroon PR worked with [Reading is Fundamental](#) (RIF) and the Washington Nationals to promote "RIF Day" in Washington D.C., where RIF distributed over 13,000 free books to students at 44 public schools throughout the District.



Carol H. Rasco (left center), the president and CEO of RIF and Manny Acta (right center), manager of the Washington Nationals read to a group of children at "RIF Day."

The “RIF Day” activities began with a book reading event at Kimball Elementary School, where RIF President and CEO Carol H. Rasco and Washington Nationals’ Manager Manny Acta hosted 45 second grade students. Acta read a children’s book to the students and discussed how reading is both fun and important. Rasco and Acta also assisted the children with a variety of other fun activities.

In addition to the event at Kimball Elementary School, the Nationals hosted “RIF Night” at their home game against the Pittsburgh Pirates later

Camden Yards, featuring Cal Ripken, Jr., Bill Ripken and Under Armour CEO and Chairman, Kevin Plank. Maroon PR assisted with the management of the press conference and secured media from each television affiliate in Baltimore, as well as The Baltimore Sun, Baltimore Business Journal, WBAL Radio and others.

Maroon PR Brings Together Ripken and Moyer Foundations for Fundraiser in Seattle

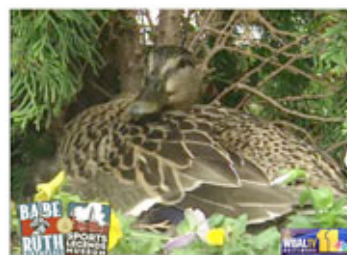


Karen Moyer (Left) with Cal Ripken, Jr. at The Moyer Foundation Annual Giving Luncheon

On May 20, Cal Ripken, Jr. was in Seattle to be honored at [The Moyer Foundation Annual Giving Luncheon](#). More than 700 guests attended - the largest gathering ever at The Moyer Foundation event - and over \$325,000 was raised to benefit kids in distress. Ripken, a former teammate of Jamie Moyer, was the keynote speaker and recipient of the Foundation’s 2009 Humanitarian Award.

Maroon PR President John Maroon paired Jamie and Cal together in a mutually beneficial relationship as Jamie was honored with an Aspire Award at the [Cal Ripken, Sr. Foundation’s](#) gala in February.

Maroon PR Works with WBAL-TV for Story on Lucy the Mallard at Sports Legends Museum



that night. As part of the festivities, nine students from Kimball Elementary School were honored in a pre-game ceremony on the field.

Maroon PR initiated the relationship between RIF and the Nationals and helped secure media coverage for the day's activities. Media outlets that covered the event were FOX 5, WUSA-TV, MASN and WJLA-TV, as well as The Washington Post, The Washington Post Express, The D.C. Examiner, The Washington Informer, The Sports Business Daily, WTOP Radio, MASN.com and The Scripps Howard Foundation Wire.

Maroon PR Restructures Company and Adds New Employee

Last quarter, due to continued growth, Maroon PR created two separate divisions - one to handle its sports and entertainment clients and the other to focus on its growing list of non-sports business clients. Additionally, Maroon PR now works on behalf of nearly a dozen non-profit organizations.



The Maroon PR team at a fun afternoon bowling outing in June

Tim Richardson was elevated from Vice-President to Executive Vice-President and oversees the Sports & Entertainment division, while Mitchell Schmale was promoted from Senior Account Executive to Vice-President to manage the firm's Business division. In addition, Matt Saler was promoted to Account Executive from his position as Manager of New Business and Social Media and will continue to work with Schmale in the Business division.

Account Executive Chris Daley and Associate Account Executives Andrea Kunicky and Stefen Lovelace work under Richardson's direction on the Sports and Entertainment side of the agency.

In June, Maroon PR hired a new employee to the Business division. The full-service agency hired [Abby Draper](#) as an Associate Account Executive.

Abby graduated from the University of Kentucky in 2007 with a bachelor's degree in communication focusing on public relations. She brings a wealth of experience in event planning, execution and measurement, specifically with non-profit organizations.

For the month of May, a mallard took up residence with her eggs in a potted bush in front of [Sports Legends Museum](#) at Camden Yards in Baltimore. On May 21, the eggs hatched and 12 little ducklings were brought into the world.

Recognizing the opportunity for a positive "soft news" story, Maroon PR reached out to WBAL-TV and secured a two-part series profiling the story. Reporter Rob Roblin interviewed the Museum staff and visitors, filmed the excitement surrounding the new resident on May 7 and profiled the ducklings arrival on May 21. The coverage surrounding "Lucy the Mallard" generated more than half a million media impressions for Sports Legends Museum.

Upcoming Events

<< 2009 >>

July 2009

Wednesday, July 1

[Reading Is Fundamental Launches "Book A Brighter Future" Campaign](#)

Reading Is Fundamental (RIF) and Macy's have teamed up to create "Book a Brighter Future," a national partnership to raise awareness and support of children's literacy. From July 1 through August 31, Macy's customers can give \$3 and receive a coupon for \$10 off a \$50 purchase at any Macy's store nationwide. Macy's will give 100% of every \$3 to RIF. Since 2006, RIF has raised more than \$7 million from this campaign. Maroon PR is working with RIF to help promote this campaign nationwide through print, television, radio and online media outreach. The agency organized the campaign's launch event in New York City, where officials from RIF and Macy's participated in NASDAQ's "Closing Bell" ceremony on June 30.

After nearly two decades in the communications and branding areas for a number of sports organizations and professional teams, public relations specialist John Maroon launched Maroon PR in April 2006.

Since its opening, Maroon PR has experienced great strides in just over three years. Originally a sports and entertainment focused agency, the firm enjoyed continued growth in the first several months of 2009 that enabled us to create two separate divisions in May of this year - Sports & Entertainment and Business public relations. Under this new structure, Executive Vice President Tim Richardson oversees the Sports & Entertainment division, while Vice President Mitchell Schmale manages the firm's increasing Business clientele. Each division is guided by President John Maroon. [Click here](#) to download our corporate brochure (Adobe PDF).

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Our Vision Statement

Be a leading and trusted PR Firm by helping our partners achieve results through creativity, shared relationships and integrity

Thursday, July 30

Shad Ireland's What Inspires You Tour Ends in Washington D.C.

Shad Ireland is a dialysis patient without kidneys who is riding his bicycle more than 4,000 miles across the country from California to Washington, D.C. as part of his inspirational "What Inspires You Tour." Shad is raising awareness around kidney disease and some of its leading causes, such as obesity, diabetes and high-blood pressure. On July 30, Shad will ride the final leg of his amazing journey as he bicycles roughly seven miles from Northern Virginia into Washington, D.C. and ends his ride on the steps of the U.S. Capitol. Shad is inviting supporters to join him on the final day of his three-month long tour and ride with him into the nation's capital. For more details, visit www.WhatInspiresYou.us.

August 2009

Friday, August 14

The 10th Annual Cal Ripken World Series

The 10th Annual Cal Ripken World Series (CRWS) will take place from August 14 to 22 at the Ripken Youth Baseball Complex in Aberdeen, Md. The CRWS is an international tournament comprised of 16 teams of elite 11 and 12 year olds from all over the world. International countries that will participate in the tournament include Australia, Canada, the Dominican Republic, Japan, Mexico and South Korea. The Ripken Baseball Complex features youth baseball fields modeled after Camden Yards, Memorial Stadium, Wrigley Field and Fenway Park. For more information about tickets, contact the Ripken Stadium Box Office at 410-297-9292 or by clicking [here](#).

Sunday, August 16

The Right Side Foundation 5K Run and One-Mile Fun Walk

Following the Orioles' afternoon game on Sunday, August 16, the Right Side Foundation will present its first annual

5K Run and One-Mile Fun Walk. The event will take place from 5 p.m. to 8 p.m. at Patterson Park in Baltimore. Registration will begin at 4:30 p.m., with the race starting at 6 p.m. Registration is \$30 in advance, \$35 the day of the race (pre-registered participants will receive a race shirt, but shirts are not guaranteed for walk-up race-day registration). Following the run and walk, beverages and snacks will be available for participants. The day will also include music, family-friendly activities, an appearance by Nick Markakis and more. If you wish to participate in either the run or walk, please register through our partner, Charm City Run Events, by clicking [here](#).



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