

The Insider: Maroon PR Quarterly eNewsletter

All Things Maroon PR and Insight From Professionals Within Our Industry

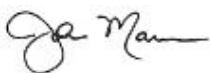
Dear Friends:

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.

August 2009 was one of the busiest months in Maroon PR's history, with numerous events, press conferences and campaigns taking place throughout the United States. Each event was fun and rewarding and we're very fortunate to be able to work with such great clients. We plan on keeping the momentum going through the end of the year.

We hope you find *The Insider* entertaining and informative and that you will continue to visit MaroonPR.com to stay in touch with everything our firm's involved with throughout the year. If you have any suggestions for how we can improve the newsletter, please let us know.

Sincerely,



John Maroon, President

5 QUESTIONS WITH...



CHRIS BRIENZA
Vice President
Coyne PR

1. You have tremendous experience doing

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News & Notes

Maroon PR Adds Four New Clients to Roster



Over the last quarter, Maroon PR has agreed to work with four new clients.

Maroon PR was hired by [Baltimore Racing Development \(BRD\)](#). BRD was formed to bring a "Baltimore Grand Prix" four-day street race to Baltimore in 2011, which would be sanctioned by [Indy Racing League \(IRL\)](#).

In August, [On Deck Sports](#) hired Maroon PR. The owners of On Deck Sports first created ProMounds, a leading manufacturer of baseball and softball products. Due to continued growth, they launched On Deck Sports, and expanded their offerings

public relations for sports clients, but at Coyne PR, you work with various clients and not just sports anymore. What responsibilities do you have for all of these different clients that Coyne represents?

That all depends on the client, to be honest. For some, it could be a new product launch that they're looking to create brand awareness for, and we've done that for everything from food to extended warranty services. For others, it's creating brand awareness or even changing public perception, which we've been lucky enough to work on with the internal PR team at the [Harlem Globetrotters](#) for the past few years.

Even the so-called "sports" clients we work with now, for the most part, are specifically looking for coverage outside of sports. So for clients like the Globetrotters, and the USTA's community tennis division, so much of our outreach is actually focused on family/parenting and lifestyle media, where the important "gatekeepers" for those brands are.

2. As a senior level executive, do you still utilize your media contacts to personally pitch media outlets, or are you more focused with business development in your current role?

Yes and yes. I still pitch media for the clients I work with just about every single day, and working in a senior role you do need to also try and build the business on behalf of the agency and your co-workers — especially over this past year, when there was a lot of economic uncertainty around the country. I think we all felt some self-imposed pressure to keep our business strong, and we were very fortunate in that we held pretty steady through a tough period and have actually begun to experience a nice bit of growth in the last few months.

So I do a fair amount of business development, but we're lucky in that the agency has a great business development team that focuses solely on that area and nothing else; that takes a lot of the pressure that I think might exist at some other agencies off of us and allows us to focus more on servicing the clients we have as well as possible.

3. You were a spokesman for the NBA from 1995-2000. What was that experience like, being the voice of a major professional sports league, and what challenges did you have to face?

I was one of a few primary spokespeople, the main one being my boss at the time and one of my real mentors, Brian McIntyre. It was an interesting experience — lots of fun at times, very stressful at others. I always said that if you were seeing my name in the paper attached to a league quote, it usually wasn't good news, so I can't say I looked forward to having to speak in response to an issue.

There are times I almost wish...almost...that I could go back and do that time over. I don't know if I could, because that job takes an enormous amount of time, and I had the benefit of lots of youthful energy then. But I do feel like now that I know so much more — having worked in smaller sports like soccer, and definitely working at an agency — that I'd be much

to include netting, gym and physical education equipment and strength and conditioning products. Maroon PR will work with On Deck Sports spokespeople, including softball superstar Jennie Finch.

Maroon PR was also hired by [Legacy Direct](#), a specialized services and technology company that offers professional sports franchises, athletes and entertainers additional resources and expertise to help them manage the critical areas needed to build, enrich and protect a meaningful and long-lasting legacy.

Maroon PR recently added Community Voice Line to its client roster. Community Voice Line is a free service allowing callers to listen to interactive discussions and unique audio content about the NFL, fantasy football, entertainment, news, sports and other topics from athletes and experts in their respective fields. For more information, visit: www.CommunityVoiceLine.com.

Maroon PR Helps Make The Right Side Foundation's Inaugural 5K Run a Huge Success



(from left) Baltimore Oriole Nick Markakis, his wife Christina, Maria Wieters and, Baltimore Oriole Matt Wieters

On Sunday, August 16, The Right Side Foundation, the nonprofit organization of Baltimore Orioles' outfielder Nick Markakis and his wife Christina, presented its inaugural 5K Run/One-Mile Fun Walk at Patterson Park in Baltimore, Md. Close to 600 runners and walkers participated in the first-year event. Throughout the day, participants enjoyed family-friendly activities, an appearance by the Oriole Bird, music and much more, and the Markakis presented awards and posed for photos

better at that job now than I was then. I've talked to other former team and league PR people about that, including [John Maroon](#), and every one of us feels that way. Some of that comes with age and experience, but a lot of it comes from being exposed to working in different industries and with different kinds of clients.

If you're not careful, you can get very tunnel-visioned working for a league or team; you can easily get bogged down in day-to-day media servicing, which is hugely important, but not at the expense of seeing a bigger picture or some unique opportunities. I understand why that often happens, because that existence is often a 24-hour-a-day, seven-day-a-week commitment, where you're constantly on call in case something of importance develops. Plus, that "something" would often happen at odd times of the night when you'd normally be sleeping, or might be out to dinner with your wife or friends. Tough gig.

4. Social media has been an extraordinary tool for PR professionals to promote their clients. What's an example of a recent social media campaign you've done for a client and what were the results?

Agreed; I think it's completely changed the news industry and the PR industry, and I feel very lucky that my team is comprised of young, really smart people who are very fluent in social media and have been able to educate me.

They were the ones, who came up with the idea to conduct dedicated outreach to mommy bloggers on behalf of the USTA to create awareness for their new playing format for kids, [QuickStart Tennis](#) (which shrinks the game down to size for kids ages 6-10 in much the same way that t-ball does for baseball).

Because moms are very involved in deciding what extracurricular activities their children get involved in, we conducted outreach to more than 30 leading mommy bloggers to see if they'd be interested in finding out more about QuickStart, as well as [Jr. Team Tennis](#) (where parents are welcome to participate as coaches and team leaders, and where boys and girls play on the same team according to their ability levels). We incentivized them with equipment so that they could try it out with their own kids, and also gave them a set of equipment they could give away to their readers as a way to engage their audience.

The response from the moms was overwhelmingly positive, as they are always looking for fun, safe activities they can take part in with their kids; the response from their readers was also enthusiastic, and resulted in lots of linked traffic to the QuickStart website in search of programs in their areas, as well as great conversation and awareness among moms about a playing format they didn't know anything about before.

It went so well, that the USTA, for the first time this year, hosted an editor's event for other leading mommy bloggers at the US Open, giving them a chance to try out the format with their kids at the National Tennis Center and then, after about 90 minutes of fun with that, a chance to watch Rafael Nadal and Venus Williams in action from a suite at Arthur

following the race. Nick also signed autographs for fans. The event resulted in over \$10,000 for the Foundation.

Maroon PR handled all promotional and logistical items related to the event. The agency's many responsibilities included working directly with the race coordinator, securing media and corporate sponsors, organizing vendors, designing the event shirts and awards and managing pre-and-post event publicity. For event photos or more information on the Right Side Foundation, please visit www.RightSideFoundation.org.

Father Leo Defeats Popular Chef in "Throwdown with Bobby Flay"



(from left) Father Leo with renowned chef Bobby Flay

Father Leo Patalinghug ("Father Leo") is a priest, chef, author, blogger and founder of GraceBeforeMeals.com, and is represented by [Renegade](#); an advertising agency, studio and content creator with in-house production facilities. Maroon PR works with Renegade and Father Leo, and the chef was featured on the popular Food Network television show "Throwdown with Bobby Flay" on Sept. 9. Renegade threw a party in downtown Baltimore for the premiere of the show, and aired it on a projector in front of hundreds of fans and friends. Father Leo ended up defeating the famous chef.

For the premiere, Maroon PR took Father Leo on a media tour in Baltimore, where he was featured on WJZ-TV and WBAL-TV for morning

Ashe Stadium. And every one of them posted on their blogs within days that they were going to find a program in their area for their kids to play QuickStart tennis.

We'll probably extend that program even further this year around the USTA's national youth registration night initiative in early spring.

5. You've transitioned from working for professional sports teams and organizations to working for an agency (as did Maroon PR President John Maroon). What types of things did you have to learn in your new environment, and what things from your previous experiences helped you in your new position?

Most of the things I had to learn were mostly administrative types of adjustments — accounting for every minute worked on behalf of a client, for one thing. And the rhythms of an agency are very different from those of a league office or a team, where you're ultimately working on behalf of one client, rather than four or five at a time.

The thing is, though, I realized after a while it also wasn't that different from what I'd done before. You might work for a team, but you might have four or five internal clients within that team — marketing, ticket sales, community relations, player personnel, the players themselves, etc. Not to mention the beat media you're working with and servicing. So time management wasn't as difficult an adjustment as I thought it might be.

There's also a sense of urgency from working in pro sports that you get conditioned to and I think that always stays with you, and I feel very lucky to have experienced that. News happens very much in real time in sports, and you have to be able to think fast, react fast, and plan quickly. Having had that experience for so many years, I'm actually very comfortable when things get really hectic now.

It was a fantastic training ground for me, and I know how lucky I was to work for and around some really smart people, and to have met some wonderful people within the media who I remain close to today. A lot of them helped educate me when I was first starting out, and they forgave me when I made my (many) mistakes. I'm incredibly grateful for their wisdom.

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

SPORTS BUSINESS
SportsBusiness
JOURNAL

cooking segments prior to the show airing. He was also interviewed on Baltimore morning radio shows, including "Jojo, Reagan and the Mix Morning Show" on 106.5 FM; "Maryland Morning News with Dave Durian" on WBAL radio; and others. During the premiere, all of the affiliate television stations in Baltimore came out and produced segments (WBAL, WJZ, WBFF and WMAR).

USA Football Named NFL's "Official Youth Football Development Partner" and Names Carl Peterson as New Chairman



In August, the NFL and the NFL Player's Association (NFLPA) named USA Football the official youth football development partner of the NFL, NFLPA and the 32 teams — a first for the NFL. The NFL also recognized August as "USA Football Month," to recognize and celebrate youth football. Earlier this summer, former Kansas City Chiefs General Manager Carl Peterson was named Chairman of the non-profit. Peterson took over the position from the late Jack Kemp.

Maroon PR secured extensive print coverage surrounding Peterson's appointment, including an Associated Press story that was picked up by numerous outlets. Maroon PR also secured Peterson on the following national and regional radio shows to promote "USA Football Month" and his new position: ESPN's "Mike & Mike in the Morning," The Jim Rome Show, Sirius NFL Radio's "Movin' The Chains," "Sporting News Radio" on Sirius, ESPN's "Football Today" podcast, and more.



This quarter, Maroon PR tracked down Eric Fisher, staff writer for *Street & Smith's SportsBusiness Journal*. Fisher covers baseball, digital media and technology.

There's still no secret or magic formula for executing **Good PR**. Just like us journalists on the other side of the aisle, it's about developing contacts and relationships, knowing what your audience is after, understanding what's really news, and being disciplined and thoughtful in your work.

We publish a weekly trade magazine that covers the detailed operations of the sports industry, and we also have a thrice-daily online news service that serves the same audience of sports industry professionals. Our bread-and-butter is in exclusive news, or analysis pieces that also have a significant element that advances a major news event. So what would work for a mainstream consumer news outlet often does not work for *SportsBusiness Journal* or *SportsBusiness Daily*. The PR professionals I most enjoy working with understand the background of our audience and mission, are able to cut through the "typical" pitch script, take the effort to understand my goals, and then can pitch me on something truly meaningful that doesn't feel like boilerplate. Even more rare is the PR pro who can take no for an answer and not be offended.

Bad PR, obviously, is the inverse of all this. That typically manifests itself in lazy, shotgun-style or computer-automated e-mail pitches, and for us, a lack of discernment between the needs, nuances and audience of trade press versus consumer press. Within this, I have some pet peeves. First, pitches for things that have absolutely no connection to my beats, and in some cases, no connection to sports at all. I get e-mail pitches constantly from the automotive, health care, retail and energy industries, for example, and the vast majority of them have absolutely nothing to do with something that would connect them back to sports like a sponsorship deal or involvement in a stadium or arena.

Second, a lot of PR professionals need to tone down the hyperbole. Covering the digital media and technology industries, I'm fortunate to see firsthand a lot of cutting-edge developments, many of which are indeed innovative. But even more frequent is the company and/or their PR rep that comes dangerously close to suggesting they invented the Internet, or these days, all of social media as we know it.

Also infuriating is the unsolicited e-mail pitch that includes a massive file attachment, such as a photo or PowerPoint file. Even in 2009, there remain limits on bandwidth and storage capacity, and no PR professional should be sending out anything in excess of 2 MB, and ideally a lot less, unless it's specifically requested. In our case, we are an art-heavy publication that leverages the extensive talents of our art and design staff. So rest assured that if we're working on a story involving your organization, we're probably going to want art and will be looking for it, or will be sending a photographer.

Ugly PR, to me, is first and foremost hostile PR. There are going to be

Maroon PR Helps Baltimore Racing Development Unveil Plans to Bring IRL Race to City



(from left) Maroon PR Vice President Tim Richardson, retired professional race car driver Al Unser, Jr., Maroon PR President John Maroon and Maroon PR Account Executive Chris Daley

Maroon PR orchestrated the press conference and media tour surrounding **Baltimore Racing Development's (BRD)** unveiling of its plans to secure an Indy Racing League event in Baltimore, Md. in 2011. The Sports & Entertainment Division of Maroon PR worked closely with BRD's principals to coordinate, create media materials and present a press conference at Sports Legends Museum at Camden Yards in Baltimore on August 17 that featured two-time Indianapolis 500 winner and Motorsports Hall of Famer Al Unser, Jr. (BRD's IRL Liaison).

The announcement received extensive coverage via the four Baltimore TV stations, the Baltimore Business Journal, The Baltimore Sun, WBAL-AM, MASNsports.com and more, as well as the Associated Press, Washington Times, WAMU-Radio (Washington, D.C.), San Francisco Examiner and other media outlets outside of Maryland. The day following the press conference, Maroon PR arranged and managed a local media tour with Unser and BRD's Chief Operating Officer, Jay Davidson. Unser and Davidson appeared on popular Baltimore morning television shows, as well as local Baltimore radio to promote the event.

Maroon PR Secures Coverage and Partnerships for 10th Annual Cal Ripken World Series

times when an organization disagrees with something we've done, and perhaps retaliates by taking their next piece of big news to a competing outlet. That's just life sometimes in the news business. But sadly, I and plenty of my colleagues have seen the next, darker step when a PR representative then circles back to try and rub our faces in what they've done to get back at us. A related corollary in this type of situation is the e-mail attack, often written in all capitals, that seeks to explain how we got a story all wrong, and how we're a waste of human existence as a result. It's juvenile, unprofessional, and a thoroughly unproductive way to solve a disagreement or problem. And it's not really a solution at all. The news business is still a relatively small ecosystem, there are lots of long memories, and thanks to the Internet, finding background information on anyone or anything is easier than ever. So becoming unhinged and vindictive can only have long-term damage on a business relationship. But there are still plenty of instances when a PR representative chooses a scorched-earth policy in response to a story they didn't like.

IMPROVING R.O.I.



**Improving Your
"Return on Impressions"**
With Gerry Sandusky

Cigar Break Communications

The late Art Rooney, an NFL team owner of great renown, used to take a few cigar breaks every day. He would walk out of his office and go outside to smoke his cigar. On the way in and out of the building, he would stop at an employee's desk and ask that employee how he or she was doing, what was going on, what problems they saw as important, and so on.

Over time, Rooney began to take his cigar breaks every hour. As the years passed, Rooney rarely smoked the cigars and rarely made it all the way out of the building. The "cigar break" simply reminded him to get up and talk to his people, face to face. He found that over time, as he built relationships face to face that he had fewer and fewer problems waiting for him when he returned to his desk. His people solved problems before they got to his desk.

The more we use technology to communicate the more we have to remind ourselves who we communicate with: people. We use laptops, the Internet, Twitter, E-mail, and any other number of tools to help us get our point across, but we communicate with people. Everything else is a tool, nothing more.

Every so often, step away from the computer, put down the cell phone, and walk over to the person you want to communicate with. No e-mail can



Maroon PR secures the MLB Network and WBAL-TV in Baltimore to air the 2009 CRWS

In August, Maroon PR worked with the team at [Ripken Baseball](#) to secure extensive media coverage and form media partnerships for the 2009 Cal Ripken World Series (CRWS). This resulted in the largest crowds in the event's 10-year history.

In the weeks leading up to the international event held at the Ripken Youth Academy in Aberdeen, Md., Maroon PR utilized Cal and Bill Ripken to promote the World Series on local and national media. Placements were secured nationally on ESPN's "Mike and Mike in the Morning," "The Dan Patrick Show" and USA Today, and locally on ESPN Radio in Washington, D.C. and Baltimore, The Baltimore Sun and television affiliates in the Baltimore area. Maroon PR also created a partnership with [BaltimoreSun.com](#) that resulted in a section of the website being dedicated exclusively to the CRWS.

In addition, this year marked the first of a five-year contract between the tournament and the MLB Network. The MLB Network and [MLB.com](#) broadcast the United States Championship Game, the International Championship Game and the World Championship. Maroon PR partnered WBAL-TV in Baltimore with the MLB Network, allowing the games to be simulcast locally in Baltimore on WBAL Plus.

The Bob Lucido Team Foreclosure Bus Tour Garners National Coverage



Throughout the summer and fall, [The Bob Lucido Team](#) will provide several

ever have the impact of looking another person in the eye. If you need a “cigar break” to remind you to do it, great. Just don’t actually light the cigar. If you do, no one will want to talk with you.



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.

Maroon PR Hired to Assist United Football League in its Inaugural Season

Maroon PR Working Exclusively with the Florida Tuskers

The United Football League (UFL) will premiere this fall with franchises based in four cities; Orlando, Fla., New York, N.Y., San Francisco, Calif., and Las Vegas, Nev. In August, it was announced that the Orlando-based franchise would be officially named the Florida Tuskers.



(from left) UFL Commissioner Michael Huyghue, Florida Tuskers Head Coach Jim Haslett and Tampa Bay Rays Sr. Vice President of Development and Business Affairs, Michael Kalt

Maroon PR began working with the UFL to manage public relations and community relations for the Florida Tuskers in July. The firm assisted with the management of the press conference announcing the team name and ownership group in August, and has begun facilitating media requests for the players and coaching staff surrounding the beginning of the Tuskers training camp.

The Tuskers are led by Head Coach Jim Haslett, the former head coach of the New Orleans Saints (Haslett finished the 2008 NFL season as the interim head coach for the St. Louis Rams). The Tuskers inaugural season kicks-off on Saturday, October 10 at the Citrus Bowl in Orlando against the New York Sentinels. The Tuskers will play one home game at Tropicana Field in St. Petersburg, Fla., home of the Tampa Bay Rays.

UFL games will be broadcasted nationally on *Versus* and *HDNet*. During the season, Maroon PR will manage press box duties for the Florida Tuskers during their three home games and set up community relations events with regional charities, schools and youth football/cheerleading organizations.

Bob Lucido Team will provide several unique foreclosure bus tours for home buyers of properties across the Baltimore metro area.

The Saturday morning bus tours navigate through local communities visiting top properties that have gone into foreclosure and are available at bargain prices. During the tours, notable lenders and distinguished realtors from The Bob Lucido Team are on board to answer questions and share their industry knowledge.

Maroon PR has garnered media attention for the foreclosure tours for The Bob Lucido Team including national coverage from CNBC, The Today Show, NBC Nightly News, as well as regional coverage in The Washington Times and others.

PBATS, PLAY Campaign a Success



Giants Assistant Athletic Trainer Mark Gruesbeck demonstrated shoulder strengthening exercises to San Francisco youths.

Maroon PR worked with the **Professional Baseball Athletic Trainers Society's (PBATS) PLAY** campaign for the third consecutive summer. The campaign visited 28 Major League Baseball teams to hold fitness events inside their ballparks for regional youngsters. The events were designed to encourage youths to live active lifestyles and make healthy life choices.

Maroon PR managed media relations for the campaign garnering attention for the program in outlets such as; The Houston Chronicle, DenverPost.com, MLB.com, Comcast SportsNet Bay Area (Calif.), WGN-TV (Chicago, Ill.) and numerous regional affiliate television news stations.

The Championship Game for the 2009 UFL season will be played on Friday, November 27 at Sam Boyd Stadium in Las Vegas, Nev. and will air live on *Versus*.

Maroon PR Secures Celebrity Judges and Media Coverage for RIF Events Nationwide

Throughout the summer, **Reading Is Fundamental (RIF)** conducted several large events across the country. As part of their national **"Book A Brighter Future"** campaign with Macy's, RIF hosted 26 spelling bees in major cities nationwide to promote awareness and announce the success



Comedian Harry Shearer reads to kids at a RIF event in New Orleans

of the campaign, RIF's largest fundraising initiative held annually at Macy's stores from July 1 through August 31.

Maroon PR worked with RIF to help secure celebrity judges at several of these spelling bees. Some celebrities that Maroon PR secured, included CNBC Reporter Darren Rovell and famed children's book author Jarrett J. Krosoczka for the New York City event, 2006 "America's Got Talent" winner Bianca Ryan for the Philadelphia event, among several others.

Throughout the summer, Maroon PR worked with RIF to secure media coverage of their "Book A Brighter Future" campaign with Macy's from various outlets around the country, including *The Wall St. Journal*, CBS Radio in New York, Time.com, *The Arizona Republic*, *The Wilmington News Journal*, and others. For the entire campaign, Maroon PR secured more than 2 million impressions and the "Book A Brighter Future" campaign ultimately raised \$6.5 million. It was the largest amount raised in the four-year history of the campaign.

In addition to these events, RIF teamed up with Communities In Schools New Orleans and the National PTA to launch "United We Read," an initiative in support of the United We Serve national effort launched by President Obama to engage more Americans in serving their communities.

Throughout this school year, the CIS–New Orleans RIF program will provide children with 7,500 free new books.

Maroon PR worked with "United We Read" to secure celebrities and media coverage for the event. Harry Shearer, the actor/comedian famous for his days on "Saturday Night Live" and as the voice of many characters in the TV Show "The Simpsons," was secured to be the headliner of the event. *The Times-Picayune*, as well as local NBC and ABC affiliates, covered the

Maroon PR wishes to thank all MLB community affairs and public relations teams for their help in making this campaign a success each summer.

Maroon PR Works with ProMounds and Jennie Finch



Olympic gold medal softball player Jennie Finch signs autographs at a Brockton Rox minor league baseball game. Finch is a spokesperson of On Deck Sports and ProMounds Inc.

ProMounds Inc., a leading manufacturer of baseball and softball products, recently announced a partnership with Olympic gold medal softball player Jennie Finch. Through this relationship, Finch and ProMounds have joined together to produce the Jennie Finch Powerline Pitching Mat. On September 5, Finch appeared at the Brockton Rox game at Campanelli Stadium in Brockton, Mass. and spoke with fans, took part in a Q&A and threw out the ceremonial first pitch. More than 4,000 fans turned out for the event and ProMounds auctioned off a signed Jennie Finch Team U.S.A. Olympic jersey in which all proceeds benefitted the Miracle League.

Maroon PR has secured coverage for ProMounds and Jennie Finch in outlets such as: The Brockton Enterprise, The Fan 1060 in Phoenix, 790 The Ticket in Miami, Sports Business Daily, Sporting News Today, The Phoenix Business Journal, AthleticWomen.com, plus numerous news and sports blogs.

Upcoming Events

<< 2009 >>

October 2009

Saturday, October 10

New York Sentinels vs. Florida Tuskers

The Times-Tribune, as well as local NBC and ABC affiliates, covered the event.

Why Social Media Marketing is Important

Starting this quarter, Maroon PR will feature a regular column by someone from our team, in an effort for our readers to get to know us and hear our opinions. This quarter, we'll hear from Associate Account Executive **Abby Draper** about her experience with social media marketing.

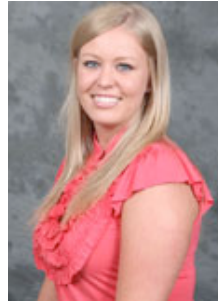
As a team here at Maroon PR, it was decided that each member would author a column for the newsletter, and as the newest member of the team, it was inevitable that I would be the guinea pig! I joined the Maroon PR team at the beginning of June and have had the pleasure of sharing what I know about social media marketing and public relations with a team that supports and empowers each other.

I have always been amazed by the power of persuasion, so when social media marketing was first introduced to me, I was hooked. The idea of being able to converse with and influence audiences at all times was fascinating to me. I hadn't entered the professional world yet, so I used social media to market myself as a brand, while also encouraging others to discuss pertinent news, experiences and offer insight.

Taking advantage of social media as an entirely separate channel of communication has become even more significant as I have entered the professional public relations universe. As a team at Maroon PR, we created a strategy for best utilizing social media for each of our clients. The priority was that each site works together to communicate with a larger audience, one in which we may never have reached without social media marketing.

By increasing our social media marketing presence, we continue to excel in the changing media world, and are exceeding the needs of our clients. These sites have driven a significant increase in web traffic, improved search engine optimization, helped spread news, driven attendance for recent events and connected our clients with one another. Most importantly, we have been able to communicate with a larger audience and develop several strong online communities.

Through our Maroon PR [Twitter](#) and [Facebook](#) pages, we have expanded our network and grown as a team. While social media marketing has been a great addition to our public relations strategies on behalf of our clients, we are sure to keep in mind that it is just that - an addition. Social media marketing reaches its fullest potential only when it is part of a larger effort in conjunction with ongoing mainstream media outreach and traditional PR efforts.



Maroon PR Associate
Account Executive
Abby Draper

The United Football League's Florida Tuskers will kickoff its regular season with a home game against the New York Sentinels on Saturday, October 10 at 7 p.m. The game will be played at the Citrus Bowl in Orlando, Fla. and will air live on HDNet. For a complete UFL schedule and/or to purchase tickets, please click [HERE](#).

Wednesday, October 21

[Bows, Bucks & Birds](#)

Former Baltimore Oriole Chris Hoiles and veteran sports executive Adam Gladstone have teamed-up to create The Hoiles-Gladstone Group. The new sports events management company will create unique trips and events where fans and sports enthusiasts can interact with legends from the world of sports. The first event will be "Bows, Bucks & Birds" from October 21 - 25, 2009. The unique fantasy bow hunting trip with Chris Hoiles and former Orioles Will Clark, Ben McDonald and Jamie Walker will take place at North Fork Lodge in Northeast Pennsylvania on more than 7,000 acres of private wilderness. For more information, visit www.HGGSports.com.

Thursday, October 22

[California Redwoods vs. Florida Tuskers](#)

The United Football League's Florida Tuskers will face the California Redwoods on Thursday, October 22 at 7 p.m. The game will be played at the Citrus Bowl in Orlando, Fla. and will air live on Versus.

Monday, October 26

[An Evening with Brooks](#)

The Babe Ruth Museum's annual gala celebrates a significant figure or crowning achievement in Maryland sports history. The 2009 event, "An Evening with Brooks," will celebrate legendary Baltimore Orioles third baseman and National Baseball Hall of Famer Brooks Robinson. The event will take place at the Meyerhoff Symphony Hall on Monday, Oct. 26 from 6 to 9:30 p.m. The evening will begin with a VIP/Cocktail reception,

Social media marketing allows and encourages our audiences to be involved, to speak up and share their thoughts. It provides a platform for contributing ideas and the opportunity to participate however often they choose. It is powerful, and it is consistent... exactly the way public relations and brand management should be.

Abby Draper is an Associate Account Executive at Maroon PR. She can be reached at Abby@MaroonPR.com. You can follow her on Twitter at [Abby4043](#).

ABOUT MAROON PR

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 it to create two separate divisions in May of 2009 - 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



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followed by a program honoring Robinson. The event will include tributes to Robinson from some special guests, heavy passed hors d'oeuvres, food stations, an open premium bar and silent auction. MASN is a media partner for the event.

Friday, October 30

[Las Vegas Locomotives vs. Florida Tuskens](#)

The United Football League's Florida Tuskens will play the Las Vegas Locomotives on Friday, October 30 at 7 p.m. The game will be played at Tropicana Field in St. Petersburg, Fla. and will air live on HDNet.

November 2009

Saturday, November 7

[Dream Catchers](#)

Dream Catchers is an incredible auction event offering once-in-a-lifetime "dreams" created through the generosity of celebrities and patrons from all walks of life. The dreams are ultimate life experiences that you typically can't find or buy anywhere else. Past dreams include meeting the Dalai Lama, tickets to the MLB All-Star Game, and skiing with Warren Miller. The night includes an elegant cocktail reception, with heavy hors d'oeuvres and cocktails served throughout the evening. Proceeds from the event benefit Camp Erin, The Moyer Foundation's national network of bereavement camps for grieving children. For more information, please visit www.DreamCatchersInfo.org.