

Strategic Publicity Plan
Off-Road Boarding Magazine

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Professor Joseph
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Introduction

Thank you so much for reaching out and considering our firm, Weinberger PR, to work on your publicity efforts on behalf of Off-Road Boarding Magazine. As a full service public relations agency, we have a proven track record of not only providing our clients strategic tactical publicity efforts, but surpassing the goals placed by our clients. After reviewing your year-long goals, we are extremely confident that our PR team can achieve and furthermore, surpass your goals. Moreover, we are optimistic in reaching your goals within the budget allotted.

At the core of Weinberger PR, there is a vast understanding of how influential strategic publicity plans can be on consumer's perception of brands and moreover, drastically change target audience's behaviors in a significant way. Following the suggested PR plan, mountain boarding will be capable of attracting and reaching a completely new audience and achieving comparable popularity amongst other rival sports. It is not simply enough to tell you that opinions of your brand will change, but rather, please follow the PR plan to see exactly how we will change opinions.

Just as the landscape of media is constantly changing, so too is the way media is able to influence potential brand influencers. Weinberger PR understands this ever-changing digital world and moreover, the value in building strong and genuine relationships with outlets and reporters who have a significant voice over your ever-growing target audience. By way of media relations, our goal is to foster an open dialogue and foundational relationships with journalists, bloggers and editors to ultimately have more control over messaging efforts that will be published. By aligning with specific and researched reporters, editors and bloggers, we will be able to strategically target which consumers we want to influence and introduce mountain boarding to as an enjoyable and dynamic sport.

Along with media relations, utilizing user testimonials will be a wonderful way to not only gain brand loyalty, but build trust as well. User testimonials will provide us 3rd party endorsements that will build trust to your new and ever-growing consumers. The specific goal of user testimonials will be to convey that mountain boarding can be a safe and fun activity for all. Through social media, we will promote user testimonials as well as create in-person events to have avid mountain boarders talk to potential consumers in a controlled setting.

Furthermore, the implementation of a strong social media presence will enhance communication efforts for off- road boarding. Because you are shifting to a new target audience, which includes college- age females, social media is key to the campaign's success, as this is the demographics' main source of communication. By providing your demographic a space to see off-road boarding first hand, in real time, will not only excite but, intrigue this audience into interacting and discovering this sport.

Thank you so much again for choosing Weinberger PR achieve your company's goals. I look forward to working together and building a strong partnership in order to surpass your goals.

Best,

Lauren Weinberger, CEO Weinberger PR

Communication Objectives

The recreational activity of mountain boarding is currently struggling to attract athletes and become known as a common sport for everyone, regardless of their age and gender. The sport has about 70,000 active riders, while the comparable sport of snowboarding has approximately 7 million riders annually. This drastic divergence showcases the need for awareness of mountain boarding and moreover, the potential the sport has to tap into a larger audience. Research provided by Off-Road Boarding Magazine highlights that many audiences are concerned about the sport's safety as it is currently viewed as too dangerous or extreme. Our PR plan will shift this viewpoint, increase awareness of the sport to everyday athletes and consumers, and lastly, eliminate the negative perception associated with safety issues.

Weinberger PR recognizes the importance of outlining clear and measurable objectives that we can accomplish within a client's given timeline. The following three objectives have been strategically chosen as they align with your target audience of college-aged woman and will be implemented to change the overall perception of the brand to be seen as less extreme, and rather, more accessible to a diverse group of riders.

Objective #1:

Change perception of safety and accessibility toward mountain boarding

Due to the current miscommunication that mountain boarding is an extreme and dangerous sport, many potential riders are deterred from even giving the sport a try. In order to change the narrative, Weinberger PR plans to promote the sport as more approachable and user friendly. We plan on implementing this objective by creating and sharing content online that promotes the safe and fun nature of the sport. It is vital to showcase mountain boarding as an approachable and accessible sport as it will attract a larger audience.

Strategy: Establish mountain boarding as an activity that everyday athletes can safely partake in.

Tactic: Implement social media accounts such as Instagram, Facebook, Twitter, Snapchat and Youtube to generate and share content showcasing how safe and easy the sport can be. Content will range from mountain boarding tutorials to how to properly store and maintain equipment. The overarching goal, will be to weave in how safe mountain boarding can be. User testimonials will also be utilized as content on social media platforms in order to create a better connection to viewers.

Objective #2:

Build a robust college-age female community within the sport of mountain boarding

People partake in activities not simply because their interests align, but rather, because they are inspired and intrigued by established members of that community. The female population has to be inspired by female peers who advocate and enjoy the sport of mountain boarding in order to attempt the sport for the first time themselves. Keeping the target audience of college aged women in mind; Off Road Boarding Magazine should create female communities at colleges across the nation to build a following for the sport.

Strategy: Reach out to college athletic departments to increase awareness for mountain boarding in order to build community of women interested in the sport.

Tactic: Create a “student ambassador” program by reaching out to college athletic departments and building relationships among mountain boarding and female student athletes interested in sports such as snowboarding or skateboarding. In order to do this, it will be key to partner with preexisting snowboarding clubs and teams on college campuses to tap into their members. To drive this home, we will create promotional materials teaching woman in particular about mountain boarding for student ambassadors to share with female students at student centers or club fairs. Off-Road Boarding Magazine will also host events for curious athletes to try the boarding to show the approachability of the sport.

Objective #3:

Promote mountain boarding as a sport that rivals snowboarding at an amateur and competitive level

It’s human nature to be driven and motivated by competition. Snowboarding, skateboarding and mountain boarding all require similar skillset. Weinberger PR believes that it is important to increase awareness of this alternative sport to those who enjoy similar physical activities. Mountain boarding currently has only 70,000 riders while snowboarding sees about 7 million riders annually. There is so much untapped potential for mountain boarding, as similar sports are attracting exponentially more audiences. There is clear potential growth that can be achieved because of the possibilities that surround competition sports.

Strategy: Establish mountain boarding as a sport that athletes can master and reach competition level.

Tactic: Establish a partnership with a popular snowboarder/skateboarder to feature their interest in mountain boarding and the similarities among the sports. Outdoor sports enthusiasts often partake in numerous types of athletic activities and therefore their followers try the same sports. Off-Road Boarding Magazine will create the first ever mountain boarding games to generate competition around communities. A great demographic to tap into will be the student ambassadors that will be on college campus across the country. They could then promote the event in a grassroots style campaign.

Target Media

Television

#1- Andrea Kremer, reporter on CBS's We Need to Talk

We Need to Talk is TV's first all-female sports talk show. The show's host are comprised of woman who are prior professional and Olympic athletes who discuss current trends, news and issues within the world of sports, while giving a unique perspective, both as athletes and women. Since it first aired in September 2014, We Need to Talk has gained the following of young women interested in sports and fitness; the exact demographic you are trying to reach. This program is the perfect targeted outlet to introduce mountain boarding directly to your targeted demographic. Moreover, because of the credentials of the hosts, audiences will trust and believe when they say how safe mountain boarding is. The reason behind pitching to Andrea Kremer in particular is because we share a Boston University connection. Andrea is an adjunct professor at my alma mater, BU. Not only do we share that commonality, but she has a unique perspective in having access to college- aged females on a daily basis. She would personally be a huge asset to foster relationships with your targeted demographic.

#2 – Alan Sim, Executive Producer of Epic TV

Epic TV is an online web series platform that showcases footage of outdoor sports such as skiing, snowboarding, BMX, and surfing. Mountain boarding would be an incredible addition to Epic TV to tap into their younger audiences. We would pitch a show featuring a popular female snowboarder, such as Jamie Anderson, the most decorated female X games snowboarder in history, mountain boarding for the first time. The audience would be able to connect with her as she learnt the ins and outs of the sport, while making sure she was practicing the sport in a safe way. This angle would connect with their current audience while also increasing awareness of mountain boarding by connecting with our target audience of young females.

#3- Victoria Arlen, ESPN's X Games Featured Reporter

ESPN's X Games is a six-event tour through five countries that focuses on extreme outdoor sports such as snowboarding and skateboarding. The games have become increasingly popular throughout the years, as the sports it highlights have become increasing popular and are viewed as true competitors in the sports world along with garnering a strong and loyal fan base. Victoria Arlen has recently been announced as a featured reporter for the upcoming X Games. Victoria's message is one that would resonate with your target demographic. As a young female in the sports world, Victoria faces another obstacle; she is handicapped, yet still participates in the Paralympics. Since we are additionally trying to change the narrative from mountain boarding being deemed as dangerous and unsafe, a Paralympian would be an excellent advocate. She inspires woman of all ages to try new things and step outside of their comfort zone, while being safe. Additionally, she has a strong social media following.

Radio

#1- Mike Greenberg, ESPN's Mike and Mike in the Morning

Mike and Mike in the Morning is a sports talk show that discusses all things sports and related to sports. Since it is an extremely popular radio show affiliated with ESPN, it has a particularly large and loyal following. Moreover, it is a household name in the world of sports radio. Partnering with Mike and Mike would be an incredible opportunity to tap into their fan base and bring popularity to the sport of mountain boarding while simultaneously altering perceptions.

#2 Michael Kay, host of The Michael Kay Show

The Michael Kay show is a popular sports radio talk show in the greater New York area. It airs on ESPN NYC and is hosted by Michael Kay and co-hosted by Don La Greca. The show talks about popular and expanding sports and all topic surrounding sports. While he is an avid baseball fan, he does discuss other sports in-depth on his show. Kay is also a play-by-play broadcaster for the New York Yankees, and therefore has a large fan-base online. For this reason, he can be invaluable in gaining coverage and audiences for mountain boarding. Due to this built in audience, he has the ability to be seen as a trusted influencer in displaying mountain boarding as a fun and safe sport to partake in. Moreover, because he is not a competitive athlete in sports similar to mountain boarding, his word would go even farther, because he can be seen as relatable to his audience, all of which have different athletic abilities. This partnership would also be mutually beneficial as Michael Kay would also gain new followers who are interested in extreme sports.

#3 Boomer Esiason, CBS's Boomer and Carton

Similar to Mike and Mike in the Morning, Boomer and Carton is an extremely popular sports talk show in the greater New York area. Since the show garners a large following, mountain boarding would be able to tap into the Boomer and Carton loyal fan base. It would be great to have Boomer try mountain boarding himself so that he could become a 3rd party endorsement and act as a trusted and unbiased person while discussing the sport. Moreover, it could be very fun to have Boomer or Carton themselves try mountain boarding and make it a competition among themselves and get fans to vote on who they think will be better or win a race, to drum up fan engagement and encourage the audience to participate in the ever-growing sport. Moreover, the radio show's audience displays a wide range of sports skills. This would benefit mountain boarding as it could attract the audience in many different ways such as an activity to do for fun, with a spouse, or competitive with friends.

Print

#1 – Christina Goyanes, Woman's Health

Women's Health is the perfect media outlet for our campaign. This magazine, both online and in print, attracts woman ages 18-25, which is a large portion of your new target demographic. By pitching to Woman's Health, a magazine that prides itself on having woman take calculated risk in all aspects of their lives – relationships, jobs, health and wellness. If Woman's Health advised

a woman that mountain boarding was an activity they should attempt and partake in, their viewership would follow. Through the lens of a fun workout woman can partake in, Christina Goyanes would be the perfect writer to pitch to. Christina runs “beginner’s guides” articles that have more recently been about backpacking and mountain biking. Both are fun outdoor activities that are comparable to mountain boarding. Moreover, by positioning the article in such a way, as a “beginners guide” readers would be much more receptive in trying mountain boarding as an activity.

#2- Joseph Milord, Editor at Elite Daily

Elite Daily, a website that is commonly known as the ‘Voice of Gen Y’ would be a great outlet to pitch to reach your target demographic. Both men and woman read Elite Daily and the demographic is split pretty evenly amongst the genders. Elite Daily is known for discussing hot button issues in a way for Gen Y to understand and relate. This is why, it would be a wonderful outlet to talk about mountain boarding in a positive way by showing its viewership how to safely participate in a new sport that they can enjoy for fun, exercise or competition. It would be a great outlet to partner with and have a writer try mountain boarding and give their own guide on how to partake in the sport. Or, interview some influential athletes in the world of mountain boarding.

#3 – Dale Strode, sports and outdoors writer for The Aspen Times

The Aspen Times is a considerably large newspaper Aspen and Snowmass Village, CO. Colorado is known, for among other things, its vast outdoors space and pride for outdoor sports such as snowboarding. Both locals and tourists flock annually to Colorado to partake in some of the best mountains the country has to offer. Therefore, the sports and outdoors section of The Aspen Times is a perfect place to pitch our campaign. Reporter, Dale Strode, recently wrote an article entitled “A Dose of Adrenaline” which outlines activities adrenalin junkies can participate in during all months of the year, such as mountain biking. Since Dale covers sports and outdoors in a similar context to mountain boarding, it would be a logical next step to pitch him mountain boarding through the lens of a fun activity that anyone can participate in, during any time of year.

Pitch Letter

Hi Christina,

My name is Lauren Weinberger, and I am the CEO of Weinberger PR, a strategic communications firm, based in Boston.

After reading your beginners guides on Woman's Health, I believe I have an exclusive and unique story idea that would be of great interest to your audience.

In each beginner's guide, you encourage your readers to try new things by providing them a way to successfully step outside their comfort zones. My client, Off- Road Boarding Magazine, wants to introduce more college aged women and young adults to the sport of mountain boarding. You've written guides in the past on mountain biking and hiking, both of which are becoming increasing popular outdoor activities. I believe you would be an excellent authority on introducing young woman to the world of mountain boarding, an up and coming outdoor sport that can be done for fun or competition among friends.

I would love if you would be open to the idea of trying mountain boarding alongside the Off-Road Boarding Magazine's CEO. We can provide all the necessary equipment you will need.

We have a few things in the works to increase awareness of mountain boarding, including a 2-minute video on how to mountain board, as well as partnerships with female mountain boarders looking to share the sports' story. I would be happy to share that content with you along with anything else you may need, including an exclusive interview with the CEO of Off- Road Boarding Magazine.

Thank you so much and I look forward to hearing from you. I truly believe that the rise of mountain boarding would spark interest among your readers.

Best,
Lauren Weinberger
CEO, Weinberger PR
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Sample Press Release

FOR RELEASE DECEMBER 9TH, 2016

Mountain Boarding Woman Ambassador Program Hitting College Campuses

Boston, MA – Dec. 9, 2016 -- On December 9th 2016, Off-Road Boarding Magazine will launch their mountain boarding student ambassador program at college campuses across the nation.

Mountain boarding, which is known as all-terrain boarding, dirt boarding, and off-road boarding, is similar to snowboarding, minus the snow! An off-road board is similar to that of a skateboard but often has suspension and air-filled tires. Off-Road Boarding Magazine publisher, Brian Bishop says “off-road boarding is the next sport for young adults who care about fun and engaging ways to stay fit. We want to show young adults, especially woman, that mountain boarding is an inclusive sports regardless of your gender and can be enjoyed as long as you put in the effort.”

The goal of the student ambassador program is to increase awareness of the sport of mountain boarding among females and ensure that young adults can try mountain boarding in a safe manner. Student ambassadors will have the opportunity to develop marketing, advertising and public relations skills through this position. “Our student ambassador program is great for emerging leaders who are interested in outdoor athletics and spreading the story of mountain boarding,” shared Off-Road Boarding Magazine publisher, Brian Bishop.

Ambassadors will be responsible for connecting with similar student groups on campus, such as Snowboarding and Skateboarding clubs or teams, and coordinating mountain boarding tutorials and outings with the goal of having students, regardless of their athletic abilities, learn basic mountain boarding skills. College students will have until January 31st to prepare their applications for this exciting leadership opportunity.

For more information on our mountain boarding student ambassador program, including the application and list of schools participating, please visit www.offroadboardingmagazine.com.

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Off-Road Boarding Magazine is a specialty outdoors magazine based out of Barre, Vermont. Brian Bishop serves as the publication’s publisher and he envisions mountain boarding becoming an athletic activity for both current snowboarders/skateboarders and everyday athletes. For more information on the magazine or our programs, please visit our website – www.offroadboardingmagazine.com

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Evaluation

Weinberger PR prides ourselves on ensuring our client's are completely satisfied with the communication services we provide. We value our success based on the real life results our clients' see, not just on our completion of the campaign. Weinberger PR will work with Off-Road Boarding Magazine to evaluate the outcomes of this communication campaign. We are confident that you will see the invaluable effects of our messaging on your target audience and see a change in perception towards mountain boarding as a sport.

To measure our success of the campaign, we plan on...

- Track and present any and all media placements (pitched or organic) by conducting daily media sweeps and generating a coverage overview which will be sent to you weekly.
- Perform analytical audits to discover the number of media outlets in which mountain boarding and Off-Road Boarding Magazine have been mentioned in.
- Conduct quantitative research by way of surveys in order to measure college students' perceptions and change in attitudes towards mountain boarding as a whole. Through our student ambassador program, we will distribute surveys to students on our pre-selected college campuses at the beginning and end of our campaign to measure the changes.
- Observe the increase in sales and memberships of Off- Road Boarding Magazine pre and post campaign.

Again, thank you for choosing Weinberger PR to increase awareness of mountain boarding and connect with the target audience of college aged women. We are excited to work with your team. Please feel free to contact our CEO, Lauren Weinberger at Lauren@WeinbergerPR with any questions or concerns.