



Tazón De Estrellas

Public Relations Summary
December 2009







Goals & Objectives

- **Promote the event within US media markets based on the geographical selection of players and coaches for *Team Stars & Stripes***
- **Achieve broad media coverage on print, TV and radio platforms**
- **Provide necessary information for event publications**
- **Serve as the onsite Team Stars & Stripes press officer and liaise with Mexican media**
- **Increase the professional image of the event**
- **Be available for all media inquiries at daily events**



Strategy

- **Contact player's individual college & universities utilizing their contact bases and connections**
- **Generate press releases tailored to suit US media markets and national outlets**
- **Establish a Facebook.com group to ensure exposure within the youth football community**
- **Send timely press releases to all relevant media outlets**
- **Generate print, TV, radio, and internet coverage**
- **Create a *Team Stars & Stripes* media guide**



Hits & Misses

Hits:

- US Newspaper coverage totaling more **1 million circulation**
 - **32 stories**, in **24 newspapers**, for more than **7,000 total words**
- Mexican Newspaper coverage totaling more **1 million circulation**
 - **17 stories**, in **10 newspapers**, for more than **6,000 total words**
 - **Reforma** – Sports Front page feature
- Game broadcast live in Mexico: **TVC Deportes**
- At least **four** different TV stations at game & press conference
 - TVC Deportes, TV Azteca, TDN, IMER, Milenio
- Established popular **Facebook.com** Fan Page
 - 314 members
- Positive & valuable relationship with college Sport Information Directors
 - Nearly all schools posted information on their websites
- Popular daily blog at D3football.com

Misses:

- Game web stream was unable to broadcast live due to local internet firewall
- Lack of US TV & Radio coverage



Media Coverage: US Newspapers

Newspaper	City	Story	Length	Circulation
Philadelphia Inquirer	Philadelphia, PA	Mark Worrilow	50 words	381,104
San Antonio Express	San Antonio, TX	Riley Curry	150 words	228,733
Des Moines Register	Des Moines, IA	Andy Knieb & Zach Van Arkel	55 words	153,792
Press of Atlantic City	Pleasantville, NJ	Mike Isgro	700 words	73,598
Press of Atlantic City	Pleasantville, NJ	Mike Isgro	170 words	73,598
Press & Sun Bulletin	Binghamton, NY	Jared Manzer	140 words	61,719
Utica Observer Dispatch	Utica, NY	Eric Kahl	350 words	49,324
Post-Bulletin	Austin, MN	Marcus Ball	150 words	42,391
Austin Post-Bulletin	Austin, MN	Marcus Ball	135 words	42,391
Watertown Daily Times	Watertown, NY	Gerard Bryant	90 words	35,866
Eau Claire Leader Telegram	Eau Claire, WI	Ball & Paulson named Capt.	150 words	27,959
Daily Times	Salisbury, MD	Paul Cynewski	65 words	27,904
The Dispatch	Moline, IL	Three Augustana players	445 words	27,289
Pottstown Mercury	Pottstown, PA	Mark Worrilow	133 words	26,904
Middletown Journal	Middletown, OH	Josh Horn	160 words	23,000
Carroll County Times	Westminster, MD	Travis Wenrich	160 words	22,941
Naperville Sun	Naperville, IL	North Central College	400 words	22,500



US Newspapers cont.

Sentinel & Enterprise	Fitchburg, MA	Steve Austin	110 words	19,723
Sentinel & Enterprise	Fitchburg, MA	Steve Austin scores touchdown	150 words	19,723
Adrian Daily Telegram	Adrian, MI	Adrian College players	350 words	16,069
The Sentinel	Carlisle, PA	O'Connor	345 words	16,008
The Sentinel	Carlisle, PA	O'Connor	60 words	16,008
The Sentinel	Carlisle, PA	O'Connor	115 words	16,008
Madison Courier	Madison, IN	Stewart	290 words	9,464
Madison Courier	Madison, IN	Stewart	285 words	9,464
Evening Tribune	Hornell, NY	Manzer	120 words	8,500
Austin Daily Herald	Austin, MN	Marcus Ball	155 words	7,633
New Richmond News	New Richmond, WI	Schreiner	100 words	4,893
Dunn County News	Menomonie, WI	Ball & Wade	250 words	4,500
Amboy News	Amboy, IL	Augustana players	475 words	2,300
Cougars Byte	Kean University	Jackson	270 words	
Student Life	Washington University St. Louis	Machan & Daiber	633 words	
		Totals:	7,211 words	1,471,306 circulation



Media Coverage - Internet

Internet	City	Story	Length
Central.edu (Iowa)	Pella, IA	Coach Don DeWaard & John Roslien	345 words
North Central College	Naperville, IL	Brad Spencer to coach	390 words
D3football.com	National	New game to replace Atzec Bowl	250 words
Augustana College	Rock Island, IL	Barnes to coach	370 words
John Carroll U.	University Heights, OH	Regis Scafe	290 words
Washington University in St. Louis	St. Louis, MO	Jared Daiber & Tim Machan	365 words
Alfred U.	Alfred, NY	Jared Manzer	250 words
Central.edu (Iowa)	Central, IA	Kneib & Van Arkel	150 words
Kean U.	Union, NJ	Darryl Jackson	280 words
Utica.edu	Utica, NY	Eric Kahl	265 words
Salisbury	Salisbury, MD	Paul Cynewski	195 words
Lebanon Valley College	Annaville, PA	Charlie Parker & Sean Tetreault	415 words
St. Lawrence	Canton, NY	Gerard Bryant	230 words
NJAC	NJ	Darryl Jackson	235 words
NC Wesleyan College	Rocky Mount, NC	Orlando Webb	450 words
McDaniel College	Westminster, MD	Travis Wenrich	415 words
Trinity U.	San Antonio, TX	Riley Curry	750 words
North Central College	Naperville, IL	North Central's Fanthorpe, Delancy & Janecek	400 words
U. Wisconsin-Stout	Menomonie, WI	Marcus Ball & Kendall Wade	465 words
Fitchburg State	Fitchburg, MA	Steve Austin	350 words
Adrian College	Adrian, MI	Joey Beehler & Gino Panza	265 words
John Carroll U.	University Heights, OH	Ken Bevington & coach Regis Scafe	245 words

Media Coverage - Internet

Franklin & Marshall	Lancaster, PA	Lovett	650 words
Bethel	St. Paul, MN	Cornish & Lyle	300 words
Alfred U.	Alfred, NY	Game Streamed online	300 words
Central.edu (Iowa)	Pella, IA	Touring Mexico	470 words
SCAC Sports	SCAC	Curry	300 words
ONU	Ada, OH	ONU Players	515 words
Franklin & Marshall	Lancaster, PA	Lovett	385 words
Kean U.	Union, NJ	Jackson	385 words
Thomas More	Crestview Hills, KY	Steinmetz	235 words
Fitchburg State	Fitchburg, MA	Austin scores TD	470 words
ONU	Ada, OH	Game Recap	965 words
Wisconsin Stevens point	Stevens Point, WI	Blum	350 words
Trinity U.	San Antonio, TX	Team Stars & stripes fall short & Curry	285 words
Willamette	Salem, OR	Lowe & Hirschberger	550 words
Wisconsin Eau Claire	Eau Claire, WI	Eau Claire players	255 words
Bates	Bates, ME	McAllister	400 words
Dickinson	Carlisle, PA	Game Recap	550 words
LaGrange	LaGrange, GA	Game preview	765 words
Lebanon Valley College	Annaville, PA	Photos	112 words
Menlo College	Atherton, CA	Lance Walkup	300 words
D3Football.com	National	9 entries	4,900 words
		Total:	20,812 words

Media Coverage - Mexico

Media	Story	Length	Circulation
Esto	Mexico wins	315 words	400,000
Excelsior	Mexico wins	215 words	200,000
La Jornada	Game Preview	315 words	106,471
Reforma	Blain Westemeyer	200 words	94,000
Reforma	Practices	450 words	94,000
Reforma	Practices	465 words	94,000
Reforma	Game Preview	665 + Sports section front cover	94,000
Reforma	Game Recap - Mexico wins	800 + Sports section front cover	94,000
La aficion	Event	190 words	85,000
Melino - La aficion	Mexico wins	180 words	85,000
El Porvenir	Game Preview	345 words	60,000
El Porvenir	Game Preview	450 words	60,000
El Porvenir	Press Conference	110 words	60,000
El Sol de Cuatla	Mexico wins	205 words	40,000
El Siglo de Torreon	Mexico wins	530 words	38,611
La Verdad	Mexico wins	270 words	20,000
Vanguardia	Event recap	315 words	16,453
	Totals:	6,020 words	1,641,535
Television			
TVC Deportes	Live Broadcast of game		
TV Azteca	Interview w/ Patrick Steenberge & Coach Manlove		
TDN	Interview with Coach Manlove		
IMER	Interview with Coach Manlove		

DEPORTES



IBAAAAJANI El seleccionado del ITESM impuso su peso, tanto en el ataque como en la defensiva, para ganar a los colegiales norteamericanos de la División III de la NCAA.

Gana seleccionado del ITESM Tazón de las Estrellas

Marcan Borregos territorio



► José Raúl Reyes, jugador más valioso, celebra su anotación.

► Se imponen mexicanos ante estadounidenses por marcador de 24-12 en el Corral de Plástico

Allan Wolburg

ATIZAPÁN.- El tonelaje resultó ayer un factor decisivo para que el seleccionado de los Borregos del ITESM ganara el Tazón de las Estrellas 24-12 contra un representante de la División III de la National College Athletic Association (NCAA).

A diferencia de duelos anteriores entre cuadros mexicanos y estadounidenses, en que el peso de los jugadores inclinaba la balanza en favor de los visitantes,

ayer en el Corral de Plástico los lanudos impusieron su juego terrestre, en particular durante la segunda mitad.

"Hicimos un buen trabajo en el aspecto de coordinarnos las ofensivas, las defensivas de diferentes campus, estábamos rodando, tratando de cansarlos y cansar a los gringos y creo que fue muy buena estrategia", dijo Frank González, entrenador del representativo Tec.

La unidad ofensiva de los Borregos mostró la conjunción de una temporada completa, y terminó por sobreponerse a una escuadra visitante que sólo había tenido siete sesiones de entrenamiento antes de este encuentro.

Otro aspecto negativo para el equipo de las Barras y las Estrellas fue el arbitraje, que se mostró lo-

En casa mando yo

Los mexicanos marcaron el ritmo ante los visitantes

	TEC		NCAA	
	1	2	3	4
Tec	0	3	7	14
NCAA	0	0	0	12

calista y perdonó castigos, en varias ocasiones, así como actitudes antideportivas del conjunto azul.

Después de una primera mi-

tad marcada por oportunidades fallidas, incluyendo cero puntos para el Tec en tres viajes a la zona roja, los locales se fueron al descanso con ventaja de 3-0 gracias a un gol de campo de 41 yardas de Alfonso Lomeli.

En el tercer cuarto, un acarreo de 31 yardas de José Raúl Reyes, nombrado el Jugador Más Valioso del encuentro, dio ventaja de 10-0 a los locales.

En el último cuarto, los mexicanos batallaron con un intento de reacción de los visitantes quienes sólo lograron 12 puntos.

Esta es apenas la segunda derrota de los norteamericanos en suelo mexicano, pues mantenían marca de 10 victorias y un derrota en tazones Azteca.

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Week of event media services

- Accommodated all media requests
 - Daily coach & player interviews with local Mexican media
- Presence at local and cultural visits
 - Mexico City Visit
 - Trip to Teotihuacán Pyramids
- Available at all Team USA practices
- Provided US media with daily updates
- Media Representation at Press conference
- Team Stars & Stripes photography
- Generated content for daily blog & popular Facebook Fan page
- Executed day of game media services
 - Live game updates on Facebook Fan page
 - Game Recap sent out to US media





Recommendations

- Continue to utilize US and international media contacts – including College & University Sports Information Directors
- Build on 2009 media coverage and increase scope to include national outlets such as ESPN, USA Today, etc
- Continue use of popular Facebook Fan Page
- Explore sponsorship opportunities to eliminate cost of trip for athletes



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