

Client: Major League Baseball // Timeframe: 5 months

In 2014, Major League Baseball (MLB) hosted their Annual Civil Rights Game in Houston for the first time in the events tenure. The game and ancillary events have honored iconic figures and heroes such as Bo Jackson, Aretha Franklin and this year honorees included the belated Maya Angelou, Jim Brown and Barry Gordy with Keynote Speaker Robin Roberts. The objective was to launch an aggressive public relations campaign, with an emphasis on diverse audiences and a great emphasis on traditional media.



The Targets



TV



Radio



Print



Online

The Challenge



Appealing to a variety of multicultural audiences



Garnering local interest for a national event



Local public perception of baseball and diversity

The Plan



Identify and incorporate media training for bilingual spokesperson



Broaden existing audiences through community programming, entertainment-driven segments and primetime news

The Outcome

\$300 Million in Earned Media

The earned media appearances reached unprecedented levels with more than six million impressions and a total publicity value nearing \$300,000 with 6 million impressions

Broadcast Homerun

Campaign highlights include coverage on all of the local news affiliates: FOX, ABC, CBS, NBC in addition to reaching Houston's thriving Latino community with a featured segment on Univision 45

Largest Urban Reach

Other media successes include a front page story in the Houston Chronicle valued at \$9,994 and radio interviews on 97.9 The Box and Majic 102.1 which are owned by Radio One, the largest radio broadcasting operation targeting urban listeners in the world

What they said: "The Medley Inc. team was tenacious in their pursuit of media coverage for all of our events, maximized their print, online and broadcast relationships for our benefit and generated exceptional coverage with English and Spanish language media. In less than five months, their efforts resulted in the highest visibility we've received in the history of this annual event." - Steve Arocho, Manager, Business Public Relations

