



OKLAHOMA CITY

Dodgers



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March 27, 2015

Dear OKC Dodgers,

From everyone at Room 316 Public Relations, we would like to thank you for the opportunity to work on the rebranding campaign for the OKC Dodgers. It has been a great honor to work with your team. We believe in the OKC Dodgers' mission and goals, and our "Back to the Brick: The New Tradition" communications plan will help you reach your goals in the upcoming year.

We have devoted ourselves as a team to this communications plan and rebranding efforts as outlined in our initial meeting earlier this year. This plan is based on the "five points of light" that the OKC Dodgers has built its organization upon.

Thank you again for this amazing opportunity. If you have any questions, feel free to contact us. Thank you for your time and consideration.

Respectfully,

Lindsey McMullen, Account Executive

Kelsey Ramb, Research Director

Maddy Haigh, Creative Director

Jillian Moore, Media Relations

Michele Crater, Production Director

Kristin Underwood, Production Director



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Account Executive



Jillian Moore
Media Director



Madeline Haigh
Creative Director

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Kelsey Ramb
Research Director



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Table of Contents

Executive Summary	4
Problem Statement	5
Big Idea	5
Target Audience	5
Situation Analysis	6
Environmental Context	7
Society and Culture	8
Competition	9
SWOT Analysis	11
Research	12
Objectives, Strategies and Tactics	13
Evaluation	15
Projected Timeline	16
Budget	18
Appendix	20
Appendix - a	21
Appendix - b	22
Appendix - c	23
Appendix - d	24
Appendix - e	25
Appendix - f	26
Appendix - g	27
Appendix - h	28
Appendix - i	29
Appendix - j	30
Appendix - k	31
Appendix - l	32
Works cited	33

Executive Summary

“Back to the Brick” *The New Tradition*

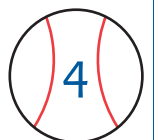
The primary goal of this campaign is to build a heightened awareness of the newly named OKC Dodgers among the Oklahoma City metro and surrounding areas. Previously the Oklahoma City Redhawks, the OKC Dodgers offers affordable tickets, family entertainment and great customer service. We first conducted primary and secondary research in order to determine how to raise the awareness of the name change and reach the appropriate demographic. Through surveys, focus groups, content analytics, historical studies and demographic research, we developed a campaign that will help the OKC Dodgers rebrand itself.

Extensive research helped determine the main goal of this campaign – to create a positive attitude and increased awareness of the OKC Dodgers. After brainstorming strategies, we have developed a list of tactics to reach the main goal. We determined that utilizing social media outlets, community outreach events, paid advertising, promotional videos and employee relations will lead the OKC Dodgers to successfully rebrand its team to the OKC metro and surrounding areas.

As it became apparent that rebranding was the central idea to the OKC Dodgers’ needs, we developed the theme “Back to the Brick: The New Tradition.” It was developed to bring not only the current audience back to Bricktown to enjoy family entertainment, but also bring a newer, broader audience to the ballpark. It is our goal to bring the OKC Dodgers’ name to family households and beyond. We want them to choose baseball for their form of family entertainment. Through the aforementioned tactics, we have developed a campaign that will continue to inform the current audience about the OKC Dodgers, but it will also work to build a bigger audience.

The budget for this communications plan is \$260,000. The timeline will span the course of nine months – from two weeks before opening day until the end of baseball season in October. We have inserted a promotional activities before opening day that we determined to be important for building awareness for the OKC Dodgers. Also, some of the tactics we developed should be carried out throughout the year in an effort to continue building awareness and a positive perception. These tactics will be noted in the following communications plan.

With the following information, we believe that the OKC Dodgers will be set in a good direction in regards to increasing awareness and developing a more positive attitude within the key audiences. Any promotional items, tactic mock-ups and collateral may be found in the appendix of this plan.



Problem Statement

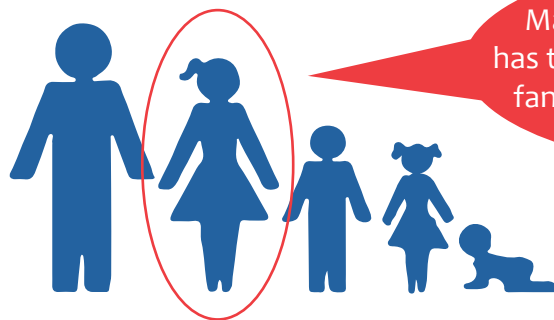
As a historical part of Oklahoma City's Bricktown, the Chickasaw Bricktown Ballpark has continuously brought people in for fun, family entertainment. Oklahoma City's minor league baseball team has called Chickasaw Bricktown Ballpark home since 1998 and has a longstanding reputation of providing premier entertainment for residents of Oklahoma City and the surrounding areas. In December 2014, the Oklahoma City Redhawks were bought by the Los Angeles Dodgers and renamed the Oklahoma City Dodgers. The Oklahoma City Dodgers will now require a higher level of awareness from its current target demographic, as well as renewed and revitalized branding efforts.

Big Idea

"Back to the Brick" emerged from the ideas that the Oklahoma City baseball team was practicing even as the RedHawks. Our goal is to capture a newer, broader audience to Bricktown, while maintaining quality entertainment that keeps fans returning. We want to spread awareness of the OKC Dodgers' brand throughout Oklahoma City, Oklahoma and the rest of the nation. We want them to choose baseball for their forms of family entertainment.

Target Audiences

Families
Especially moms



Major and minor league baseball has the highest percentage of female fans compared to any other sport.



Situation Analysis

Company

The sport of baseball is no stranger to the state of Oklahoma. It has been played for more than a century in Oklahoma, and the OKC Dodgers are part of this long-standing tradition. Now under the franchise of the LA Dodgers, the OKC Dodgers have built a baseball empire in the heart of downtown OKC, more commonly known as Bricktown. The OKC Dodgers measure its success based on the following “Five Points of Light”: quality family entertainment, affordable ticket prices, involvement in the community, unsurpassed customer service and ROI for business partners.

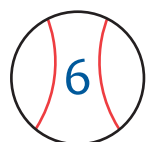
Through each interconnected “point of light,” the OKC Dodgers developed an atmosphere that many families consistently bring their children to for fun, clean family entertainment. The OKC Dodgers believes it is vital to its success that it performs beyond expectations in each of these categories. The OKC Dodgers strives every day to bring entertainment to an inviting venue, be accessible to as many people as possible, be creatively involved with the community, empower employees to solve customer service issues and impact employees and business partners.

After being bought by the LA Dodgers, the former OKC Redhawks developed a swift plan of action in order to rebrand its organization to match its affiliation. This involved a remodeling of its stadium, incorporation of the LA Dodgers’ logos, manufacturing of team gear and merchandise and finally, an introduction of its new brand to the public. After conducting our own research, we learned not a large enough population knew about the name change and affiliation to position the OKC Dodgers in a place that would bring about great success. By incorporating the following research findings into the strategies and tactics we have developed, the OKC Dodgers will be able to increase its brand awareness.

Customers

Oklahoma City has a population of 579,999 according to the 2010 census. The male population makes up 49.2 percent, while the female population is 50.8 percent. Oklahoma City residents are 62.7 percent white, 17.2 percent Hispanic/Latino, 15.1 percent African American and the remaining five percent are made up of Asian, American Indian or other races. The median household income for the Oklahoma City metro area is \$49,343, according to Forbes. Adults ages 18-44 make up 57 percent of the average baseball fan. On average, men make up 56 percent of baseball fans while women make up 44 percent, which is a higher female percentage than most professional sports. Mature adults ages 36-50 make up 30 percent of baseball fans, while 22 percent are adults ages 25-35.

The target market is families and decision makers of households. These are mostly women ages 25-50 years old with children 17 and under. They live within 30 miles of Chickasaw Bricktown Ballpark. Our target families have a disposable income that allows them to attend multiple games. Customers with the most influence will be those who attend more than one game and share their experiences with similar families. Word of mouth is crucial to any business and will help the Dodgers awareness campaign that is crucial in its first season.



Environmental Context

Government Policy

Minor league baseball players must comply with the Minor League Baseball Drug Prevention and Treatment Program, which addresses substance abuse among minor league players. Government policy requires each minor league team to comply with the standards set to ensure every player is eligible to play without the aid of abused substances. The policy is set by Major League Baseball and applies to all minor league teams, regardless of class designation. Baseball parks are also responsible for complying with government policy. The American Disabilities Act ensures everyone, regardless of disability, has access to public spaces, including baseball parks. Chickasaw Bricktown Ballpark is ADA compliant, which allows the Oklahoma City Dodgers to welcome every baseball fan for a fun evening of entertainment.

Economic Conditions

Oklahoma City is a growing city with considerable prospect for economic development. The City, as it's lovingly referred to by locals, ranks as the number one most affordable city in America and number one in job creation. OKC has also been ranked a Top Five Fastest-Growing City in the U.S., Top Ten in job growth, Top 25 Best Performing City and the number three city for small business. Fortunately for the Oklahoma City Dodgers and other local groups, Oklahoma City has the lowest business costs among large metro cities and is a Top Ten Metro for Doing Business. All of these economic factors create a favorable environment for the Oklahoma City Dodgers to see success this year and in future seasons. With the MAPS 3 development progress in Oklahoma City, specifically Bricktown, the Chickasaw Bricktown Ballpark has seen tremendous growth in developing seasonal events, including baseball games, concerts, walks and other community events.

Technology

Baseball as a game has stayed the same since its conception, while in recent years the methods of analyzing baseball have changed drastically with the introduction of new technology. Minor league baseball teams are employing "video interns" who track players' stats at home and on the road for better recruiting. The video interns set up cameras behind home plate, in both dugout wells and center field to track players on a system called BATS. College interns, as well as some of the players, track each player's progress that is then analyzed and posted on each team's website.

Resources

In an urban setting as crowded as Oklahoma City's Bricktown, the Dodgers are limited on resources to tap into within Oklahoma City limits. There is space available in Bricktown immediately outside of the ballpark for public involvement and advertising, there are the Dodgers players who can aid with any help outside of baseball games, and there is land outside of Oklahoma City limits for the Dodgers to use for exposition and community outreach. The ballpark itself can act as a resource for the Dodgers, being named one of the top two minor league ballparks by Baseball America and also having national coverage by Baseball Weekly, the New York Times, USA Today and Southern Living.

Society and Culture

Trip Advisor

"The natural environment heavily influences the city's sense of self"

OPPC Arts Commissioners

"Vibrant urban cultural life"

"Once a busy warehouse area, Bricktown is Oklahoma City's hottest entertainment and dining district. With dozens of restaurants, shopping, Chickasaw Bricktown Ballpark, Harkins Theatre and a generous helping of turn-of-the-century charm, Bricktown offers visitors a variety of activities in downtown Oklahoma City. Located just one block from the Chesapeake Energy Arena, Bricktown is the place to be before and after Oklahoma City Thunder games! Enjoy a stroll along the mile-long Bricktown Canal, take a cruise on a Bricktown Water Taxi or enjoy some tunes at the American Banjo Museum."

Visit OKC

"Musically, Oklahoma City can point to its strong classical scene as a source of pride"

Trip Advisor

OKC & Bricktown

Community involvement

Dodgers

Entertainment driven

Family Friendly Fun

Competition

Direct Competition

The Oklahoma City Dodgers does not have any traditional direct competition in Oklahoma. Time could be considered as nontraditional direct competition. The target audiences choose how they want to spend their free time, either at OKC Dodger games or partaking in another past time. For more examples, please see Indirect Competition.

Indirect Competition

Museums

There are 21 museums in the Oklahoma City area ranging from scientific to art. The top five of those are the Oklahoma City National Memorial Museum, Oklahoma History Center, Science Museum Oklahoma, Oklahoma City Museum of Art and the Museum of Osteology.

These competitors are another entertainment option for our target audience. Oklahoma is home to more than 500 museums that seem to have very similar target audiences.

Most of these museums break their target audiences down into two categories: donors and the public. Donors are well-educated, high income corporate executives and professionals. Public audiences can be a wide variety depending on the type of museum. Art museums, for example, are better at reaching their donors and have a harder time with the public because of the variety of taste, in addition to their exposure to art, whereas museums that cater to children have a higher opportunity to target schools and families with more success.

Oklahoma City Zoo

The Oklahoma City Zoo is a member of the Association of Zoos and Aquariums and the American Association of Museums as both a living museum and a botanical garden with world-class habitats; a diverse animal collection of 1,500 species; and a membership base of more than 26,000. The Zoo participates in numerous cooperative Species Survival Plan projects and is dedicated to the conservation of rare and endangered wildlife.

The OKC Zoo has a long and strong relationship with the OKC area and its surrounding communities. Opening in 1902, it is one of Oklahoma's oldest attractions. Families come to visit the zoo throughout the year for various events. Serving the community with events and providing several options for the public such as birthday parties, behind the scene tours, meeting services, proposal packages and more. The target audience is children and groups, which can range from families to groups such as schools and daycares.

Movie Theaters

Oklahoma City keeps its love of art and film alive with its two districts – Film Row on Sheridan Avenue and the Paseo Arts District on Paseo Street. Since the 1930s, movie theaters have been a major attraction to visitors and locals in the Oklahoma City area.

Oklahoma City is home to more than 15 movie theaters. The most popular among these are the Harkins Bricktown 16, Cinemark Tinseltown Theater and the Winchester Drive-In. These specific theaters have become a part of OKC's history. The Winchester is only one of seven drive-in movie theaters still operational in the state and has been a part of OKC entertainment since 1954. These companies have two major audiences of families and young adults.

Most families have the expendable income to visit the movies several times in a month. Depending on what time of day that families and adults go they can save on movie ticket prices. They are competitors of the Dodgers for their audience type and that the movies are showing from 11 a.m. to midnight, making their availability for families easier to accommodate their schedules as well as more affordable tickets.

Theme Parks

Frontier City and White Water Bay are both popular parks for families to attend in the Oklahoma City area. Both parks are operated by Premier Parks LLC. Frontier City opened in 1958 and has been a popular spring and summer attraction since its opening. It's located in North OKC where it is home to 28 rides. Offering more than just rides and cotton candy, Frontier City provides a venue for birthday parties, yearly festivals and concerts.

White Water Bay is a newer attraction to the Oklahoma City area. Since opening in 1981, it has been a popular summer attraction to families. They hold a variety of deals for families, churches and daycares. From dive-in movies to rides, this park offers several different activities for families.

Frontier City and White Water Bay are major competitors with not only the desired audience of families but also with business audiences. Its diversity to attract families and young adults for concerts and festivals make it a strong competitor with the Dodgers.

SWOT Analysis

Strengths

- Momentum from name change
- Existing customer/fan base
- Existing and potentially growing interest in visitors to Bricktown
- Successful ticket package in place for affordable entertainment
- OKC is number one most affordable city in America

Weaknesses

- Lack of knowledge about name change
- Resentment toward “marketing ploy” perspective from previous fans
- Inconsistent social media interaction
- Unorganized online store website (also goes along with several social media handlers)
- Little media coverage/marketing to expose name change

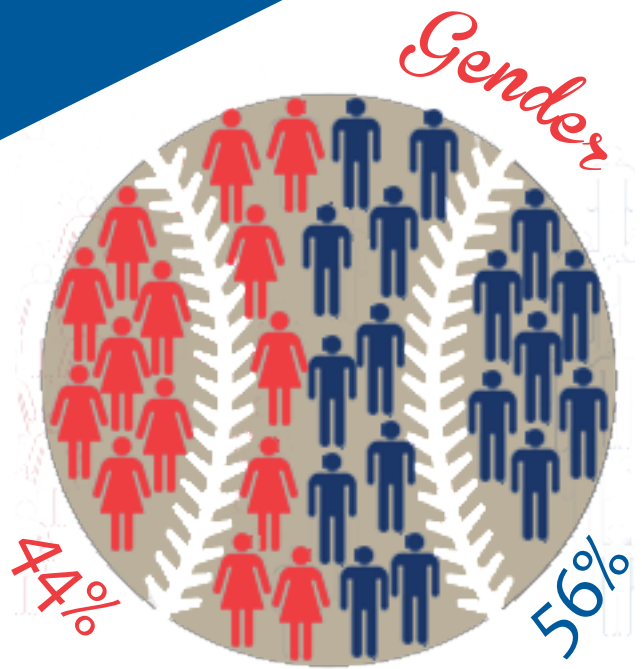
Opportunities

- Dodgers history and long-standing reputation provides an opportunity for new fans and more knowledge of brand
- Potentially better quality players, which could make for a better season (more publicity opportunities?)

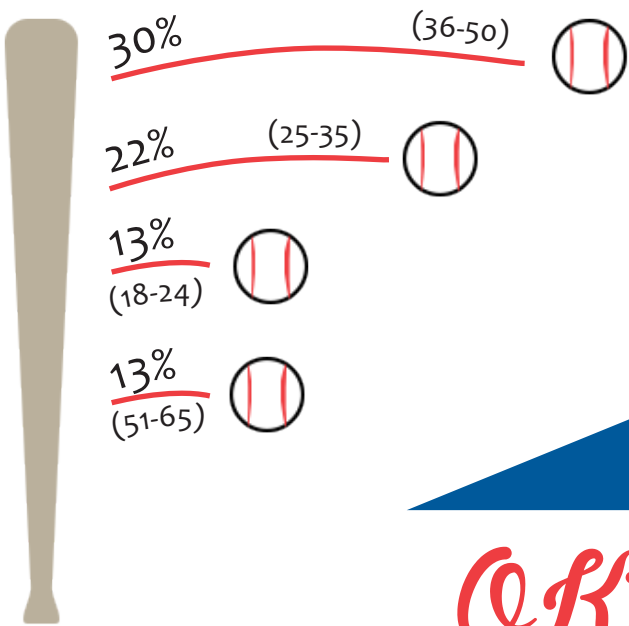
Threats

- Families usually have busy schedules, making it harder to balance time and funds on several activities
- Spring/Summer is the busiest time of year for families: vacations, camps, school activities, etc.

Who ^{is the} Baseball Fan?

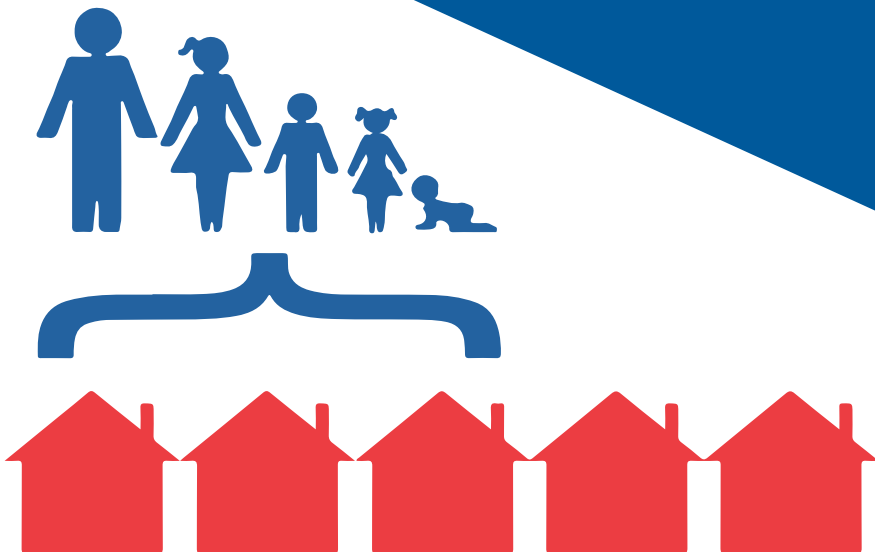


Age



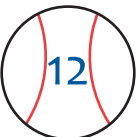
- White: 62%
- Black: 15%
- Hispanic/Latino: 17%
- Other: 9%
- Asian: 4%
- American Indian and Alaska Native: 3.5%

ORC Demographics



- Population: 579,999
- Female: 51%
- Male: 49%
- 18 & over: 75%
- 65 & over: 11%
- Ave income: \$27,334

More than 50 percent of households have children 17 and under.



Objective:

To increase the number of people who know about the OKC Dodgers organization and what it offers to the OKC metro and surrounding areas.

Tactic 1: Educate Community on Name Change

Educate community on details involved in the name change. Emphasize that it is not a marketing ploy or the ballpark selling out. Create a short video with the general manager explaining these details. This video can be posted on the Oklahoma City Dodgers social media platforms.

For example, see Appendix - a

Tactic 2: Earned Media

Social media

Hire a Social Media Coordinator, a full time employee, who will help limit communication difficulties between the fans and OKC Dodgers. This employee will hold all responsibilities for posting and responding to fans. His or her responsibilities will include, but are not limited to:

- Attend and cover Dodgers events, including games, media conferences and community outreach
- Write press releases
- Develop social media content
- Monitor the team's online reputation and media presence
- Research relevant media outlets
- Conduct video interviews and compile short videos.
- Manage and create e-newsletters for ticket holders
- Work with supervisor on social media initiatives and new media projects
- Maintain audio, video, press and photography archives
- Basic graphic design skills, and familiar with Adobe Creative Suite

News Media

Develop relationships with news media contacts for future situations where they could cover a baseball event or community outreach program. It is important to build and maintain these relationship so that there is open, clear communication lines between both the Dodger's and media outlet. It will be helpful to follow various media outlets on their social media accounts as well as their online sites in order to aide in building important relationships.

For examples, see Appendix - b, c and d

Tactic 3: Paid Media

Increase paid media outlets including billboards, commercials and search engine optimization. Billboards should be electronic and posted near Bricktown and on highly trafficked roads. The average cost for an electronic billboard ranges from \$3,000-\$5,000 per location per eight second spots in a 64 second loop. The commercial will announce information about the new season and events.

For examples, see Appendix - e and f

Tactic 4: Display new park amenities

Give fans an inside look at the facilities and amenities the stadium offers with the Oklahoma City Dodgers. Create a virtual tour of the ballpark and post them in a series of videos on social media platforms. This will create excitement and interest into the facilities so that the fans will want to experience the ballpark in person. Part one of the video series, “Suites and Seats,” will tour the areas where the audience actually sits to experience the game. Part two of the video series, “Players Only,” will tour the weight room, locker room, training areas, dugouts and other facilities only the players get to experience. Part three of the video series, “Fan Amenities,” will focus on the other areas the ballpark offers such as concessions, playground and gift shop.

For examples, see Appendix g and h

Community Relations

Objective:

To build upon already established community outreach programs to enhance the public’s perception of the organization and improve relationships.

Tactic 5: Enhance community outreach

Enhance community outreach by allowing players and mascots to conduct visits to promote further relationships with the fan community. This could also include getting involved with local organizations. The Miracle League, for instance, is an organization that provides opportunities for children and adults with special needs to get involved in baseball. Further community outreach could be done through visits to schools, hospitals and other events. Assuming visits are within the mascots’ contracts, this requirement should be included within their salary or hourly wage, depending on how the Oklahoma City Dodgers chooses to pay them. The average professional mascot makes \$25,000 annually.

For examples, see Appendix - i and j

Tactic 6: Update community page on OKC Dodgers website

Update community page on the Oklahoma City Dodgers website to mirror the Los Angeles Dodgers’ community page. This will help with direct involvement with the community and fans. Edit so that the “corporate sponsors” is a separate section within the community page. Make the main focus on the community page about community outreach activities and appearances.

For examples, see Appendix - k

Tactic 7: Continue to provide affordable tickets

Continue with the affordable ticket prices by creating a smaller package option. This package would offer a more convenient and cheaper version to the existing seven game package. A “Family Fun Day Pass” could be offered to first-time buyers or returning ticket holders. This package could include photos with the mascots, a gift shop item or a concession voucher. Appropriate pricing to be determined by the Oklahoma City Dodgers.

Objectives:

To develop specific plans for the OKC Dodgers to follow in order to maintain high standards of customer service.

Tactic 8: Customer service and interactions

Provide further customer service assistance and increase interactions with fans. Extend the gift shop hours during the season to include better hours for those who work from 8 a.m. - 5 p.m. The store hours will be extended until 6 p.m. and include open hours on Saturday.

Tactic 9: Employee relations

Provide appreciation and incentives to employees by giving more than recognition. Reward exceptional employees with prizes such as Thunder tickets, dinners or gift cards, etc.

Tactic 10: Dodgers University

Extend internal communications about customer service by continuing Dodgers' University throughout the season. The information sessions will be held quarterly. During these sessions the instructor will discuss customer service standards, real-world customer scenarios, evaluate performances and discuss upcoming seasonal events.

For examples, see Appendix - I

Evaluation

The best way to evaluate the success of the Back to the Brick awareness campaign is through these various tactics. The team should track social media fan interactions throughout the season by viewing follows, likes and user generated content. Track news media through a content analysis to determine the public's perception. The sales team should monitor the amount of ticket sales compared to previous years to provide an insight as to whether the sales are increasing. Surveys and focus groups should be held after the season to determine if the fans are responding positively to the rebranding. Success of this campaign is determined by evaluating these criteria not only at the end but throughout the entire season.

Projected Timeline

April:

- April 1: Community outreach visit
- April 1: Educational video with GM released (social media)
- April 1: Post application requirements for Social Media Coordinator
- April 2: Part 1: Suites and Seats – stadium tour video uploaded
- April 4: Part 2: Players only (training room, field, weight room, etc.) – stadium tour video uploaded
- April 6: Part 3: Fan amenities – stadium tour video uploaded
- April 4: Community outreach visit
- April 9: Opening day
- April 10: Opening game billboard cancelled
- April 10: Social media analytics (biweekly)
- April 24: Social media analytics
- April 30: SEO

May:

- May 1: Billboard posted
- May 8: Social media analytics (biweekly)
- May 15: Develop job description for social media coordinator
- May 22: Social media analytics (biweekly)
- May 31: SEO

June:

- June 1: Billboard posted
- June 5: Social media analytics (biweekly)
- June 15: Hire deadline for Social Media Coordinator
- June 19: Social media analytics (biweekly)
- June 30: SEO

July:

- July 1: Billboard posted
- July 3: Social media analytics (biweekly)
- July 4: “Boys in Blue” theme during home game
- July 17: Social media analytics (biweekly)
- July 31: Social media analytics (biweekly)
- July 31: SEO

Projected Timeline Continued

August:

Aug. 15: Social media analytics (monthly)
Aug. 31: End of commercial
Aug. 31: SEO

September:

Sept. 15: Social media analytics (monthly)
Sept. 30: SEO

October:

Oct. 15: Social media analytics (monthly)
Oct. 31: SEO

November:

Nov. 15: Social media analytics (monthly)
Nov. 18: Community outreach visit
Nov. 30: SEO

December:

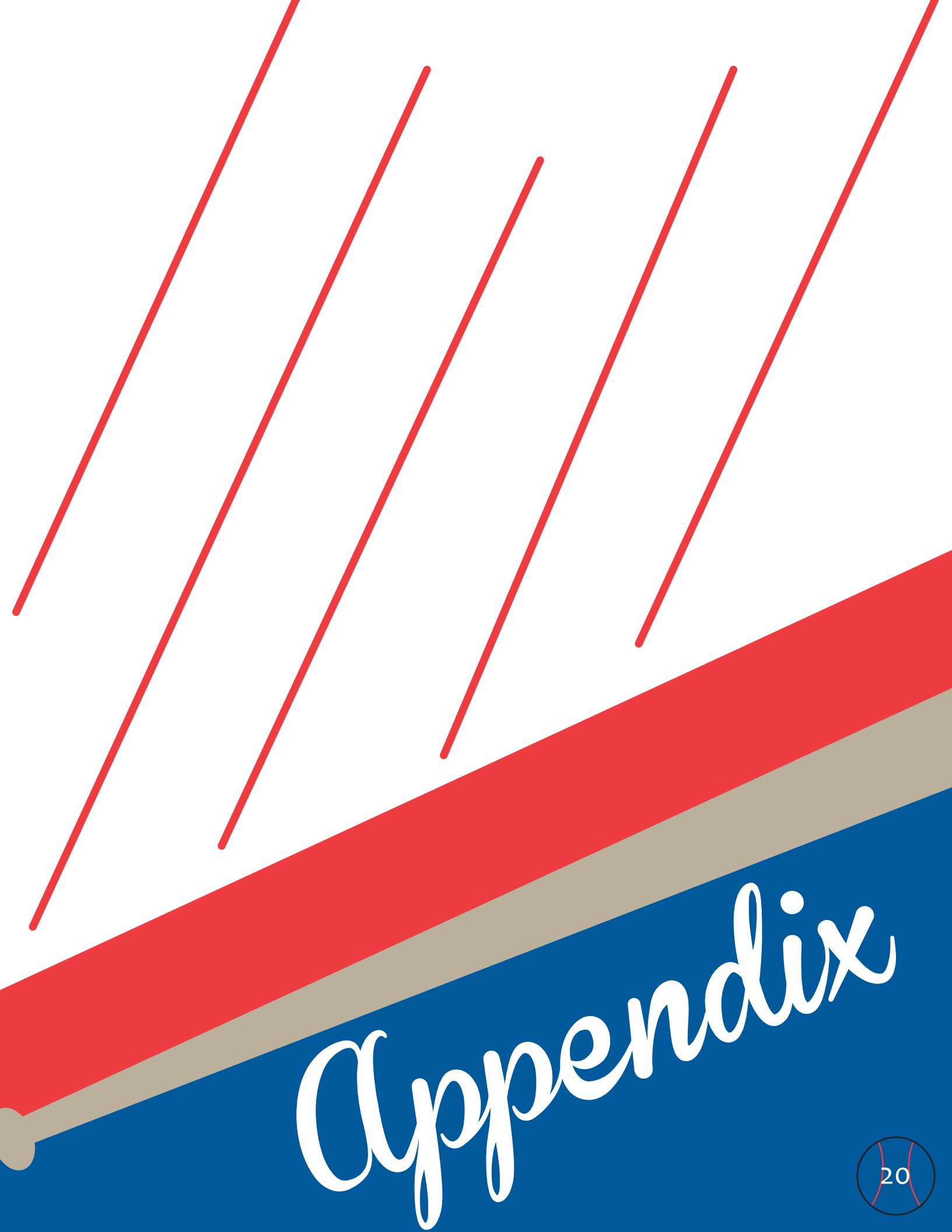
December (continue through off season)
Dec. 15: Social media analytics (monthly)
Dec. 17: Community outreach
Dec. 31: SEO

Budget

Budget per Tactic

Amount

Community Outreach	
Travel for players and mascot	\$2.94 / gal
Customer Service / Employee Relations	
Extended gift shop hours	\$116 / week / employee (\$7.25 / hour)
Employee Rewards	\$75 / month
Dodgers University	Existing cost plus extended time
Public Outreach	
Hire communications associate	\$29,000 / year
Paid Medium	
Electronic billboards	\$12,000 (\$4,000 / billboard)
Search engine optimazation	\$250-\$500
Website Management	
Community page updates	\$0
Name Change Awareness	
GM commercial	Cost for media/production
Ticket Package	
Family Fun Day Pass	TBD
Virtual Tour	
Parts 1, 2 and 3	Cost for media/production



Appendix

Appendix - a

**VIDEO PSA SCRIPT
WELCOME DODGERS
MARCH 8, 2015
60 SECONDS VIDEO SCRIPT WITH GM**

HI, MY NAME IS MICHAEL BYRNES, AND I'M THE GENERAL MANAGER FOR THE OKLAHOMA CITY DODGERS. I WANT TO TAKE A MINUTE TO WELCOME YOU TO THE 2015 SEASON OF THE O-K-C DODGERS. WE ARE A NEW AND EXCITING TEAM, BUT WILL STAY TRUE TO OUR IDEALS OF A FUN FAMILY ENVIRONMENT. WE ARE STILL ROOTED IN OUR OKLAHOMA CITY TRADITION AND VALUE THE BRICKTOWN COMMUNITY.

WE HAD A CONVERSATION AS TO HOW WE COULD REBRAND THE TEAM WITH THE NEW AFFILIATION. WE FELT THERE WAS NO BIGGER STATEMENT FOR THE LOS ANGELES DODGERS TO PLANT ITS FLAG IN OKLAHOMA CITY THAN BY RENAMING ITS TRIPLE-A TEAM THE DODGERS AS WELL.

THE TEAM'S NEW BRANDING EMBRACES THE HISTORY AND TRADITION OF OKLAHOMA CITY AND BRICKTOWN. LET US TAKE YOU BACK TO THE BRICK THIS SEASON AS OKLAHOMA CITY WELCOMES THE O-K-C DODGERS.

###

Appendix - 6

SOCIAL MEDIA COORDINATOR

Now accepting applications

A collaborative, creative team seeks a Social Media Coordinator who can strategize and write both proactive and reactive social media content while adopting the team's established brand voice.

Salary:

\$ 28,000 – 30,000

Responsibilities:

- Attend and cover Dodgers events including games, media conferences and community outreach outings
- Write press releases
- Develop social media content
- Monitor the team's online reputation and media presence
- Research relevant media outlets
- Conduct video interviews and compile short videos.
- Manage and create e-newsletters for ticket holders
- Work with supervisor on social media initiatives and new media projects
- Maintain audio, video, press and photography archives
- Creating graphic design materials
- Other duties as assigned

Required Qualifications:

- Bachelor's degree and 1-3 years professional or internship experience
- Proficiency in AP style
- Knowledge of MS Word, Excel and ability to work on Mac or PC
- Strong background in writing and journalism
- Ability to meet strict deadlines without sacrificing content quality
- Excellent communication and interview skills
- Ability to research story topics and track down sources
- Strong grasp of branding and following style guides
- Experience with photography and film is a plus
- Experience in Adobe Creative Suite – Photoshop, Illustrator and InDesign – is a plus
- Familiarity with web content management systems; knowledge of HTML, CSS and JavaScript is a plus
- Willingness to work with a team as well as independently
- Willingness to learn new technologies
- Sense of resourcefulness and strong desire to learn from others

Desired Qualifications:

- Comfort contributing to the messaging and development of marketing and public relations campaigns
- Willingness to appear and/or speak on camera for Dodgers promotional videos

Application review will begin April 2015. Applications will be accepted until the position is filled. Only complete applications will be considered. Applicants must submit a completed application, letter of interest, resume and writing sample.

For additional information, please visit or contact the Front Office at (405) 555-1234.

Appendix - c

Social Media Content Calendar

Social Media Content Calendar							
Week 1							
Channel	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Community	Tickets	Customer Service	Tickets	Family	Tickets	Sponsors
Twitter		Tickets	Customer Service	Tickets	Family	Tickets	Sponsors
Instagram		Tickets	Customer Service	Tickets	Family	Tickets	Sponsors
YouTube	Community						
LinkedIn							
Blog Post			Customer Service		Family		Sponsors
Email		Tickets			Family		
Week 2							
Channel	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Community	Tickets	Family	Tickets	Customer Service	Tickets	Sponsors
Twitter		Tickets	Family	Tickets	Customer Service	Tickets	Sponsors
Instagram		Tickets	Family	Tickets	Customer Service	Tickets	Sponsors
YouTube	Community						
LinkedIn							
Blog Post			Family		Customer Service	Sponsors	
Email		Tickets	Family		Customer Service		

Appendix - d

Tweet examples:

@okc_dodgers: There's nothing more important to us than family. Bring yours and join ours for a game this season! #dodgerfam

@okc_dodgers: We're proud to partner with @sonicdrivein this season. They share many of our same values and support the local community! #dodgerpartner

@okc_dodgers: Being a Dodger means being more than a baseball team, it's being part of the community. #thenewtradition [insert photo]

@okc_dodgers: Looking for something to do this weekend? Head down to the ballpark and enjoy some baseball! okcdodgers.com #dodgergameday

Hashtag suggestions:

#dodgerfam
#dodgergameday
#dodgertown
#thenewtradition
#backtobrick
#FamilyFriday

Facebook post examples:

Oklahoma City Dodgers: There's nothing more important to us than family. Bring yours and join ours for a game this season! [insert photos of families at the ballpark]

Oklahoma City Dodgers: We're proud to partner with Sonic Drive-In [link to Sonic Facebook page] this season. They share many of our same values and support the local community! Look for them at one of our games this season. [insert photo of Dodgers and Sonic]

Oklahoma City Dodgers: Being a Dodger means being more than a baseball team, it's being part of the community! We visited Taft Middle School this week as a part of our Back to Brick campaign. Our players spent time reading with the sixth graders and speaking about leadership. We're thankful for the Oklahoma City community and look forward to visiting Taft again! [insert photos of players with students at Taft]

Oklahoma City Dodgers: Looking for something to do this weekend? Head down to the ballpark and enjoy some baseball! Tickets are on sale now for Dodgers vs. [insert team name]. [insert link to tickets]

Additional social media suggestions:

- Monthly employee spotlight
- Customer service: Interacting with fans on social media allows them to feel special when they get a retweet or a like, but it also lets them know it's not a robot responding to them
- Update Facebook page to include store hours and a map to the ballpark (or at least an address)
- Hootsuite is a great social media platform to schedule posts without needing someone to sit online all day
 - Still make posts that are relevant and in the moment
 - If a crisis were to occur, be sure to check scheduled posts and cancel any necessary content to be sensitive to the situation



Appendix - e



#backtothebrick

April 9th

okcdodgers.com

@okc_dodgers 

@okc_dodgers 

Oklahoma City Dodgers 

Dodgertown

comes to

Bricktown

DOWNTOWN OKC

April 9th



okcdodgers.com

Appendix - f



#itstime
for
Baseball
O-K-Ceason

okcdodgers.com



okcdodgers.com
@okc_dodgers
@okc_dodgers
Oklahoma City Dodgers

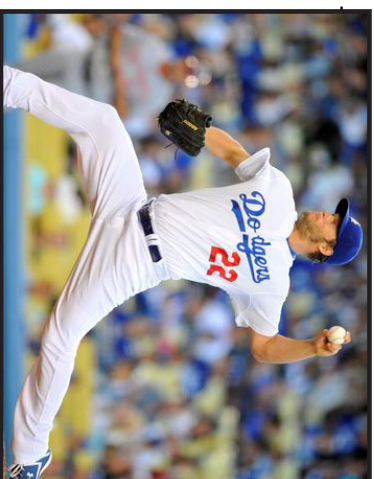


Appendix - g



CU: Ball rotating in pitcher's hand

VO: (Man's voice perferably an announcer)
Momentum. It's the force of movement.



MS: See the pitcher throw the ball. Slow motion action

VO: To do it better. To make the difference.



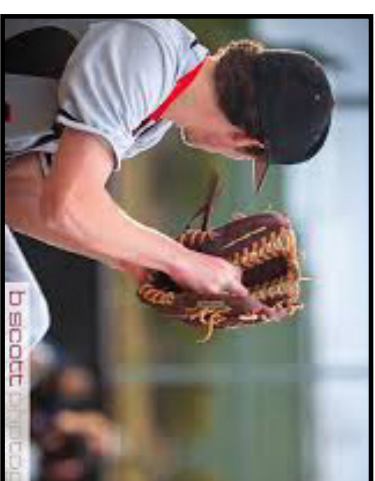
PAN: Pan out from CU to seeing most of the body of the pitcher

VO: Movement is a part of who we are. We move to change.



CU: Follow the ball leaving the pitchers hand. Slow motion action

VO: Momentum keeps us going when we want to stop.



CU: Pitcher is setting for the pitch
Nat sound: Hear the pitcher breathing getting ready for the pitch.

VO: To change who we are. What we do.



CU: Follow the ball all the way through the pitch. Slow motion action with the stadium in the background.

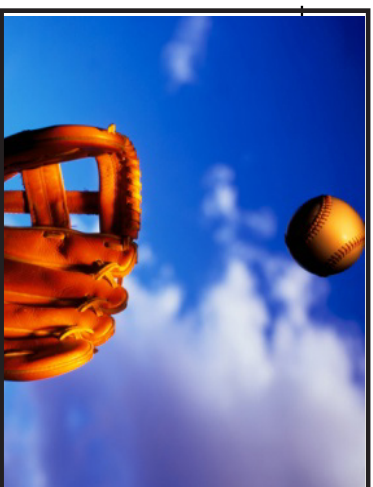
VO: It carries us to new levels. To new goals.

Appendix - h



CU: Ball collides with the bat
Nat sound: Bat hitting the ball.

VO: To new dreams.



CU: See gloves and hats of fans trying to catch the ball. Focus on the main glove that catches the ball.

Nat sound: Hear the ball landing in the glove. Hear the fans cheering for the ball.

VO: To the home run hit.



MS: See the batter make hit with the follow through

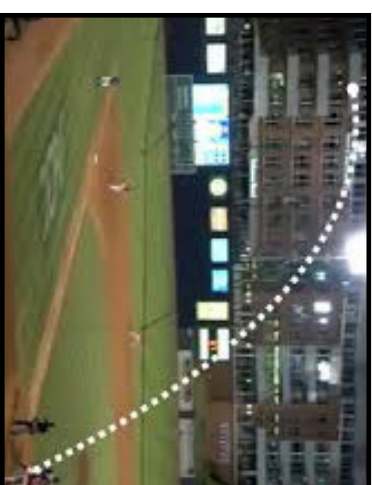
VO: Dreams of being the best.



MS: See the dad or child catch the ball and celebrate.

Nat sound: Hear the crowd go wild over the caught ball.

VO: To the unforgettable memories that can't be made anywhere else.



WS: Watch the ball go to the outfield and become a home run.

Nat sound: Crowd cheering and screaming

VO: It gets us to our dreams.



FS: Dodgers logo with hashtags #ItstTime or other determined tags. Opening day listed with website for tickets

VO: Do you have the momentum?

Appendix - i

News Release
FOR IMMEDIATE RELEASE
March 5, 2015

FOR MORE INFORMATION CONTACT
Alex Freedman
405-218-1000
alex.freedman@okcdodgers.com

OKC DODGERS VISIT OU CHILDREN'S HOSPITAL

OKLAHOMA CITY, Okla. — Chickasaw Bricktown Ballpark isn't the only place you'll find the Oklahoma City Dodgers this season. The team has been making its rounds in the community, with its most recent stop to The Children's Hospital at OU Medical Center.

The Dodgers visited some of its youngest fans on March 3, 2015, as a part of its Back to the Brick campaign. The program partners the Oklahoma City Dodgers with different groups in an effort to promote community involvement within the framework of the minor league baseball team. Team broadcaster Alex Freedman joined players at The Children's Hospital for the team's inaugural visit.

"Seeing the children's faces light up when the players walked in was life altering," Freedman said. "You don't realize how the smallest gesture of kindness can change a child's life until you've seen it happen for yourself."

Many of the players came with Dodgers memorabilia, including hats, shirts and signed baseballs for the children. The Oklahoma City Dodgers also donated toy baseball sets to the hospital. This is the first of many visits the Dodgers will be making to The Children's Hospital, Freedman said.

The Children's Hospital is a comprehensive children's hospital in Oklahoma City, Okla., that offers some free and low-cost care to families in the community. U.S. News and World Report named it the Best Children's Hospital for Orthopedics and Urology in 2014-15.

To learn more about the Dodgers' upcoming community events, visit okcdodgers.com and click on the community tab. For more information about scheduling a visit from the Dodgers, contact Alex Freedman at alex.freedman@okcdodgers.com.

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Appendix - j

News Release
FOR IMMEDIATE RELEASE
March 5, 2015

FOR MORE INFORMATION CONTACT
Alex Freedman
405-218-1000
alex.freedman@okcdodgers.com

DODGERS PLAYERS VISIT TAFT MIDDLE SCHOOL

OKLAHOMA CITY, Okla. — The Oklahoma City Dodgers took time out of its spring training schedule to visit the kids at Taft Middle School.

The Dodgers spent the afternoon with sixth grade students in the Readers and Leaders program. The team helped students with a reading lesson, gave tips on baseball skills and practice and provided leadership advice.

Jacob Baker is a sixth grade student at Taft who loves baseball and the Dodgers.

“I’m really glad they came to visit us,” Baker said. “They are my favorite team and it made me so happy to see them in my school.”

Each of the kids in the Readers to Leaders program struggles with a background barrier that has affected his or her learning outcomes during school.

Josh Ravin, a rookie pitcher for the team, shared his experience while visiting the kids.

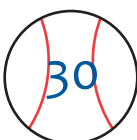
“This is a really cool opportunity because this is how I grew up,” Ravin said. “It’s great to come back and give back to a school and show these kids that even if you’re from here you can do something bigger with your life. You just have to believe in yourself and work hard.”

The team will make three more visits to Oklahoma City area middle schools as a part of its Back to the Brick campaign during 2015 spring training.

General manager, Michael Byrnes, is happy with how the spring campaign is going so far.

“Back to the Brick is a part of the team’s new rebranding efforts,” Byrnes said. “The community campaign is a way for the team to give back to the town while sharing the team’s new identity and goals. We’re pleased with not only how we’ve seen the community react but how these kids are impacting the team’s outlook and attitudes. It really does lift everyone’s spirit.”

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Appendix - k

The screenshot shows the top navigation bar of the Dodgers website. The 'COMMUNITY' link is circled in red. Below the navigation bar, there is a 'DODGERS FINAL' table, a 'GAME HIGHLIGHTS' section, and a 'NEXT GAMES AT DODGER STADIUM' section. A large banner for '2015 INDIVIDUAL GAME TICKETS ON SALE NOW' is visible. A video player shows a baseball player, with the headline 'Ryu will start season on disabled list'.

Final	R	H	E	Wt. Adams
Indians	4	8	0	L: Hatcher
Dodgers	2	0	0	S: Werthip

This screenshot shows the 'COMMUNITY' page on the Dodgers website. It features a list of community initiatives, a 'MORE' section with links to 'Military', 'Baseball Tomorrow Fund', 'MLBcommunity.org', and 'Ribbon Board Messages'. The Los Angeles Dodgers Foundation logo is prominently displayed. A video player at the bottom shows a baseball player with the headline 'Ryu will start season on disabled list'.

COMMUNITY

- Dodgers Community
- Donations
- Dodgers Alumni League
- LA Dodgers Foundation
- Kids 4 Dodgers Baseball
- Nominate a Veteran of the Game
- Blue Diamond Gala

MORE

- Military
- Baseball Tomorrow Fund
- MLBcommunity.org
- Ribbon Board Messages

This screenshot shows the 'DODGERS COMMUNITY INFORMATION' page. It features a large group photo of community members and the text 'THE LOS ANGELES DODGERS... MAKING A DIFFERENCE IN THE COMMUNITY'. Below the photo are sections for 'DONATION POLICY', 'ALUMNI LEAGUE', and 'MLB INITIATIVES'. A 'RELATED LINKS' section includes 'Baseball Tomorrow Fund' and 'Baseball Accession Project'. An 'INSIDE DODGERS COMMUNITY' section lists 'Player Programs', 'Baseball Works', and 'History Group'.

DODGERS COMMUNITY INFORMATION

THE LOS ANGELES DODGERS... MAKING A DIFFERENCE IN THE COMMUNITY

RELATED LINKS

- Baseball Accession Project
- Baseball Tomorrow Fund

INSIDE DODGERS COMMUNITY -

- Player Programs
- Baseball Works
- History Group

Appendix - l

Principles of Customer Service 101
OKC Dodger's University
Fall 15/Spring 16

Instructor: (TBD by OKC Dodgers)

Class: OKC Chickasaw Ballpark

Time: Quarterly (April, July, October, February)
(Time-TBD by OKC Dodgers)

Required Textbook:

Ken Blanchard, Victoria Hasley, Kathy Cuff: *Legendary Service: The Key is to Care*

Course Objectives: The purpose of this course is to educate the OKC Dodgers' employees on the principles of customer service and improve employee relations. Customer service is a key foundation that the OKC Dodgers have built its baseball traditions on. As one of the "5 Points of Light," unsurpassed customer service will be discussed in depth so that employees can apply specific practices to their every day practices.

Schedule

April (2015) – Checkpoint 1

- Assigned readings from the textbook
- Discuss standards of customer service as outlined by the OKC Dodgers

Activities: Real-life applications of customer service principles: what to do in certain situations with customer

*The OKC Dodgers empowers its employees to take charge of situations and serve the customers to the best of their ability.

July (2015) – Checkpoint 2

- Assigned readings from the textbook
- Recap from first Dodgers checkpoint
- Go over customer service situations from the past few months and how they could be handled better, and determine what was done correctly, as well.

October (2015) – Checkpoint 3

- Assigned readings from the textbook
- Recap from second Dodgers checkpoint
- Discuss the baseball season overall, and evaluate personal performances using surveys
- Assignment: Book report over assigned readings

February (2016) – Checkpoint 4

- Review personal performance surveys
- Recommit employees to customer service principles in preparation for upcoming season

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On behalf of the Room 316 team, we want to thank you for your time and consideration. We know taking the OKC Dodgers “Back to the Brick” is the best option for keeping the importance of baseball family fun a top priority for the Oklahoma City community.

Play Ball!

