



# SUN DEVIL

A T H L E T I C S

## Arizona State Athletics

### Spring 2021 Media Plan



Arizona State University

Public Relations Lab

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## **Overview**

The Arizona State University Athletics team's plan is to use the success and reception of the Charli Turner Thorne story to promote ASU Athletics through underutilized media channels. We believe the story's popularity among ASU faculty and alumni can be used as a selling point to local news outlets to generate more publicity for ASU Athletics. This will be done by pitching three of our head coaches at ASU and setting up interviews with local media contacts through a Zoom press conference.

## **Goals and Objectives**

Our goals are to:

- Increase media mentions for ASU Athletics
- Increase web traffic to the ASU Athletics website
- Increase attention for the Charli Turner Thorne story

## **Content Needed**

- Photos and statistics on the original CTT story
- Recorded Zoom press conference clips (for broadcast)
- Interviews with other head coaches and supporting staff
- B-roll footage for ASU women's basketball, men's hockey and wrestling (for broadcast)
- Media alert on the press conference

## **Approach**

Our plan is to use our media list to send out emailed pitches to the journalists and/or editors at the listed local news outlets. We intend to reach out to both print and broadcast media. Ideally, we would have stories written in publications and television spots on the local news.

Our pitch will focus on the outcome and reception the Charli Turner Thorne story received after publication. With the sheer amount of views and shares it has received throughout the ASU circuit, it has proved its newsworthiness and shows how successful these types of features can be within the ASU community. In addition, personal accounts of the story's reach from Charli Turner Thorne herself gives more credibility to the story's impact.

Our team will send out short email pitches to the media list and include a media alert with more information and specifics on the press conference being held that will allow the media to interview some of the most impactful coaches at ASU. We will provide the news outlets with statistics, pictures and also connect them with other supporting staff for further interviews.

## **Pitch Angles**

The angle we want to pursue is that the CTT story itself is interesting, newsworthy and repurposable on its own. This is proven by the fact that though the story was written initially for ASU Athletics, it has since been published on multiple newsletters, various social media

accounts, ASU News and the Pac-12 website. This shows the high interest that the ASU community has on human-interest stories, especially when they are about coaches at a highly sports-orientated university, and would be successful published at a local news outlet.

## **Sample Email Pitch**

*To Christina Leonard - Executive Editor at Cronkite News*

**Subject: Sun Devil Head Coaches Impacting Lives at ASU**

Hello Christina,

My name is Stephen McCarthy and I am a student in the ASU PR Lab. My team and I are representing ASU Athletics and we believe that we have a story that would be of great interest to your readers at Cronkite News.

In February, our team wrote a story titled "[The Success of Charli Turner Thorne: How She Has Become One of ASU's Greatest Coaches](#)." The story went viral throughout the ASU circuits and was also repurposed for the Pac-12 website, demonstrating the high interest that the ASU community has on the people involved in ASU Athletics. The Sun Devil coach herself has even stated that the story has caused non-stop texts, calls and emails for her.

We believe that the popularity of this story mixed with Cronkite News' affiliation with ASU would make for a perfect fit. *We would love to have a story written on the impact that Charli Turner Thorne and other head coaches have made on the Sun Devil Athletics department and ASU as a whole, as well as how this impact has created a positive view of the department and those involved.*

The Sun Devil Athletics department will be conducting a Zoom press conference with three of our top head coaches on May 1, 2021 at 9 a.m. Attached is a media alert with further information.

If you are interested in attending, we will be sending the Zoom link the day before the event. We would also be happy to schedule interviews with further contacts if needed.

Thank you for your time and we hope to hear from you soon,

Stephen McCarthy  
ASU Athletics Team

# **Sample Media Alert**

## **Media Contacts:**

Steve McCarthy - [sjmccar5@asu.edu](mailto:sjmccar5@asu.edu)

Noah Flack - [nflack@asu.edu](mailto:nflack@asu.edu)

Ariana Diaz Victoria - [adiazvic@asu.edu](mailto:adiazvic@asu.edu)

Peyton Clark - [paclark4@asu.edu](mailto:paclark4@asu.edu)

## **FOR IMMEDIATE RELEASE**

### **Sun Devil Athletics to Hold Virtual Press Conference with Top Three Head Coaches**

**What:** The Arizona State University Athletics department will be conducting a Zoom press conference with three of the school's top head coaches at 9 a.m. on Thursday, May 1, 2021 for an exclusive Q&A session.

**Who:** The press conference will last approximately one hour and will feature ASU head coaches Charli Turner Thorne (Women's Basketball), Zeke Jones (Men's Wrestling) and Greg Powers (Men's Hockey).

**When:** Thursday, May 1, 2021, 9 a.m. MST

**Why:** The limitations and restrictions brought on by the pandemic over the last year has left ASU fans unable to connect with the teams, players and staff at the Sun Devil Athletics Department like they did before. In an effort to connect them to some of the top coaches at ASU, this press conference will allow the media to interview some of the most impactful coaches at ASU. Topics discussed will include the state of the women's basketball, hockey and wrestling programs, the upcoming fall season, and the impact the pandemic has had on them.

**Where:** Virtually through Zoom, links will be sent out the day before the press conference.

### **About Arizona State University**

Arizona State University has developed a new model for the American Research University, creating an institution that is committed to access, excellence and impact. ASU measures itself by those it includes, not by those it excludes. As the prototype for a New American University, ASU pursues research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it.

## **Sample Media Contacts**

<b><u>Publication</u></b>	<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Email</u></b>	<b><u>Phone</u></b>
Arizona Republic	Katherine Fitzgerald	Sports Reporter	kfitzgeral@gannett.com	(602) 444 6397
Fox Sports Arizona	Kate Longworth	Anchor and Reporter	kate.longworth@foxsports.net	
AZ Central Online	Jose M. Romero	Sports Reporter	jose.romero@gannett.com	(602) 444 8000
Cronkite News	Christina Leonard	Executive Editor	christina.leonard@asu.edu	(602) 496 5050
Sports360AZ	Claudia Faust	Sports Reporter	claudiafaustsports@gmail.com	
AZ Big Media	Alyssa Tufts	Associate Editor	alyssa.tufts@azbigmedia.com	(602) 424 8844
Phoenix New Times	David Hudnall	Editor-in-chief	david.hudnall@newtimes.com	(602) 271 0040
The State Press	Ellie Borst	Managing Editor	eborst@asu.edu	(480) 965 2292
Scottsdale Progress	Paul Maryniak	Executive Editor	pmaryniak@timespublications.com	(480) 898 5647
KAET-TV (PBS)	Katie Jones	Associate Editor	Katie.P.Jones@asu.edu	(602) 496 5437
KPNX-TV (Channel 12)	Jeff Schneider	Executive Sports Producer	jschneider@12news.com	(480) 259 6075
KASW-TV (Channel 5)	Eric Zott	Assignment Editor/Content Producer	ezott@azfamily.com	(602) 273 1500
KSAZ-TV (Channel 10)	Mark Malerich	Senior Sports Producer	mark.malerich@foxtv.com	(602) 257 1234