



LL MEDIA MANAGEMENT CO.

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Public Relations Strategy Proposal

**prepared for
Brockton Rox Baseball Team**

by

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**for
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Salem State University
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Strategic Planning Document

Client Background

The Brockton Rox, located at Campanelli Stadium in Brockton, Massachusetts are a professional baseball team and member of the Frontier League. Formerly known as the New England Knockouts, the team has rebranded back to their original name, the Rox, as a tribute to the city's rich history of boxing champions. The Rox revival at Campanelli Stadium begins on Friday, May 16th against the New York Boulders.

SWOT Analysis

Strengths

Some strengths presented by the organization are the deep-rooted history in Brockton, as well as the rebranding of the team and announcement of new ownership. The history in Brockton shows that the team has a preexisting fanbase that we can work to expand upon and make sure to include their interests in the marketing plan. The team rebranding and announcing the addition of Jim Rice to their ownership group brings more publicity to the team, as well as new excitement for fans. The organization has a good website that is easy to navigate and includes the information necessary for fans. Another strength is the Rox social media presence. The Instagram is up-to-date, and has quality images and content uploaded. The team also has other celebrity ties, with Manny Ramirez Jr. (son of Manny Ramirez), D'Angelo Ortiz (son of David Ortiz), Pedro Martinez Jr. (son of Pedro Martinez), Kade Foulke (son of Keith Foulke), and Jaden Sheffield (son of Gary Sheffield) being former members of the team.

Weaknesses

Being a newer and smaller organization, the Rox have a relatively small fan base and following. More advertisement and promotions are needed to grow this audience, as well as keeping the current fan base engaged with the team.

Opportunities

There are many opportunities for growth within the organization. Firstly, leveraging social media to advertise promotional events throughout the semester can be key for the team. The organization can also use new member of the ownership group, Jim Rice, can be leveraged to reach Boston sports fans. Boston sports fans are extremely passionate for sports, and the history Jim Rice has with the Boston Red Sox can reach new fans that are already passionate about the sport and want to support their community. The team may also leverage this new ownership and rebranding to put on training camps and clinics to give back to the younger athletes and the community, as Jim Rice has mentioned in the media.

Threats

The primary threat to the organization would be the heavy sports culture in Boston. With the season running through the summertime, you risk having games fall on the same days that the Boston Red Sox will be playing at Fenway Park in Boston, or the larger teams may draw attention away from the Rox.

Organizational goals

The Brockton Rox want to give back to the community and inspire a new generation of athletes, as well as providing a good fan experience at Campanelli Stadium.

Issue Statement

LL Media Management Co. will work to meet the Brockton Rox's goals to increase attendance at the park and awareness of the Rox Team. LL Media Management Co. will also work towards achieving new ownership's goals of giving back to the next generation of ball players and the community of which the team resides through training camps and clinics throughout the summer.

Project Objective

By the conclusion of the 2026 season the team will have a 5% increase in ticket sales throughout the season. This campaign will also aim to increase participation in training camps and community programs hosted throughout the season at Campanelli Stadium in efforts to give back to the members of the community.

Strategic Planning Document

Key Project Strategies / Tactics

The objective of this project is to increase awareness of the Brockton Rox organization, as well as their programs they are hosting in order to increase attendance at games and give back to the greater Brockton community.

Key Message or Tagline

The key message behind this campaign is giving back to the community as a part of the Rox Revival. Turning over a new leaf with the team and the community in which it resides.

Key Publics

The target public for this campaign would be the greater Brockton community. Particularly sports fans, as well as families in the Brockton area. The project aims to increase attendance while giving back to the community, so it is important to target the local population that would be benefiting.

Key media outlets:

- Social Media
- Brockton Rox Website
- Enterprise News Brockton - Local news outlet
- 98.5 The Sports Hub - Boston sports news
- Boston Globe - Boston news

Key Strategy Elements

Key strategy elements include social media campaign advertising the Brockton Rox training camps and clinics. Leverage the fact that children will be getting coached by professional players. Also leverage new member of ownership group, Jim Rice, as an advertising point to get more attention to the Rox and their programs giving back to the community. Rice has a deep history and ties to the city of Boston and the Boston Red Sox organization, which can drum up excitement to the team and community.

Timeline

The campaign would ideally run through the course of a calendar year. Beginning in January, LL Media Management Co. in collaboration with The Brockton Rox will begin advertising the Brockton Rox, as well as promoting the addition of Jim Rice to ownership group. LL Media Management Co. will begin reaching out to media outlets to promote the programs the Rox will be hosting in the community. Including socia

Budget Considerations

There are three main areas that need to be considered in the budget. Advertising, promotional events costs, and costs to run training camps. Advertisement will need money to run advertisements with multiple news outlets, as well as costs to creat social content for the team and organizations social media accounts. Costs of promotional events will include the cost to advertise, as well as order any giveaway items needed. Costs to run training camps will include costs of any equipment, snacks, or other items the participants may need.

Evaluation

Effectiveness of the campaign will be measured by the increase in ticket sales throughout the Rox season. Success will also be measured in growth of social media followings, as well as participation and interest in the Rox training camps throughout the summertime.