



***IF YOU ARE NOT THE BASEBALL STATION  
WHY STAY ON THE AIR DURING THE SUMMER?***

**NOT THE BASEBALL STATION, Part II.** In Part I, we looked at creating an “implied” connection to baseball coverage to create sports dollar\$. In Part II, we expand on gorilla marketing to take a Bill Veeck approach to steal the SPORTS position without paying the huge rights fee.

***If You Are In The Team City***

- Baseball is a relationship business! Make sure you have someone on the field during batting practice and in the locker room each home game. Be sure your call letters are clearly visible on microphones and shirts/jackets of the reporters. If you are in an affiliate city, supply these items to the reporter you hire as your stringer. If you want to be accepted as legitimate, it is important that the players and coaches see your call letters as often as possible. If you cannot afford a full-time person, a part-time, or baseball crazy intern will work just fine. The goal is to maintain game-to-game visibility.
- If you are in the team home city, pick the important home games and get your gorilla marketing staff out at 6:00 AM on game day, hanging banners near the ballpark. Anywhere and everywhere a sign can be displayed. Four hours before game time, check to make sure the signs are still displayed. Remember that your competitor also has a “gorilla” marketing staff to remove your signs.
- Look for signage opportunities surrounding the stadium. Hang banners on buildings, storefronts ...anywhere you can barter a spot or two for placement. If necessary, rent a crane to hang a 4-foot by 40-foot banner that will be seen from the ballpark, or as fans enter the part. It does not cost as much as you might think and barter often works for the company that supplies the crane.
- OK, this may seem sexist; then again, this is marketing! If you have bumper stickers, magnets, or something to handout, hire three or four young ladies in extremely short skirts, hi-heels, and low-cut tight-fitting tops with your call letters across the front and back to pass-out your material. Hey, two out of three bodies walking into the game will be male! I guarantee, even the guy with a lady on his arm will take a second look! Isn't this what marketing is all about? Keep in mind that you may need a city permit to offer handout material.
- Fly an airplane banner during the first three innings during weekend, or holiday games.
- Rent inflatables, such as baseballs with your call letters sniped as a banner, to place around high traffic areas to the ballpark. Again, you can usually barter the locations and the inflatable rental.



Finally to the DOLLAR\$. Make sure your sales department pays close attention to the play-by-play broadcast for potential advertisers. Assign a different account executive to provide a commercial monitor of the flagship, or affiliate station weekly; not just the game broadcast, but also two hours before and after the game since many game-specific advertisers air during these adjacent times. Then, quickly get to the market with locally focuses sales opportunities directed at each sponsor's message. Even the network advertiser may have a “local” connection. Again, you have to think out of the “batter’s box” and find the vehicle that is attractive.

However, do not simply offer spots at reduced rates, that is will not work! Sports Advertising is an “image association” business, which is why the advertiser will pay more per unit. Create “entitlement” sponsorship opportunities that are available only on your station. CAUTION: Remember that you are not permitted to use the team name, logo, or image, etc., without the team permission, but that is “creatively” easy to accomplish.

Example: Baseball and beer are married on Wall Street. Approach a sports bar to sponsor BUD LIGHT NIGHT at Joe’s. Then everyone entering the remote named “BUD” gets something free; such as a burger and fries, during a remote broadcast LIVE from the location. Guess what, everyone in who enters the bar that night is named, what else ...BUD! Marketing dollars are always easier to secure than advertising dollars.

Baseball DOLLAR\$ will be limited to the rights holder or local affiliate, if you do not attack the opportunity. Simply offering spots and schedules will not sell sports. Offering the advertiser a passionate opportunity will! That was the concept behind all of Bill Veeck’s historic promotions to find new dollar\$.

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**Success Comes From...**  
**The Courage to Create**  
**The Confidence to Commit**  
**The Cooperation to Complete**  
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