



PR Plan

for

Nneka Ogwumike

by

Atlas Sport Media



TSTD 6267: Sport Media and Communication
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Narrative Bio

Nnemkadi Ogwumike was born on July 2, 1990 in Tomball, Texas as a first-generation Nigerian American and is the starting Power Forward for the LA Sparks. Nneka's name partially translates to "Mother is Supreme" in the Igbo language from Nigeria. Nneka is the oldest of four sisters: Chiney, her current teammate on the Los Angeles Sparks and former high school and college teammate, Erica, who played College Basketball at Rice and represents the Nigerian national team, and Olivia, who played College Basketball for Rice and Pepperdine.

Ranked by ESPN as being the 22nd greatest WNBA player of all time, Nneka's accomplishments both on and off the court include, but are not limited to:

- 1x WNBA MVP
- 1x WNBA Champion
- WNBA Rookie of the Year in 2012
- President of the WNBPA since 2016
- Forbes 30 Under 30 List in 2017
- ESPN Body Issue Magazine in 2017
- 7x WNBPA All-Star
- 1x All-WNBA First Team
- 4x All-WNBA Second Team
- 4x WNBA All-Defensive First Team
- 1x WNBA All-Defensive Second Team
- 1x EuroLeague Champion
- National Gatorade Player of the Year 2007-08



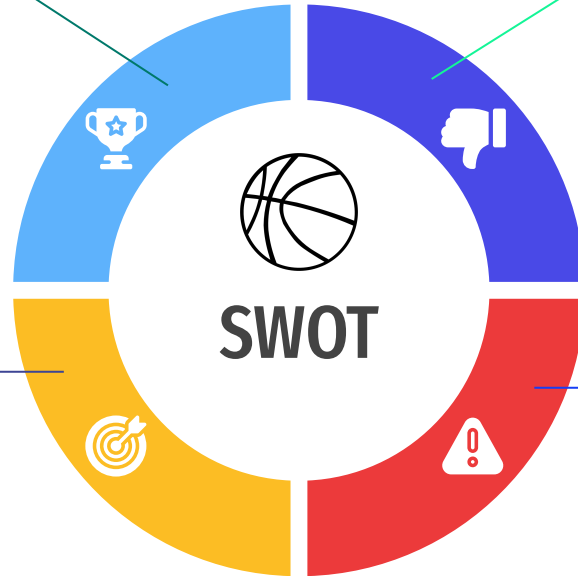
SWOT Analysis

Strengths

- One of the most popular WNBA players on social media. 164,000+ Instagram followers
- Has and continues to be one of the best players in the world
- Praised by her peers for her role as President of WNBP

Opportunities

- Nneka is dual citizen of USA & Nigeria. Plans to represent Nigeria in 2024 Olympics. Popularity of basketball in Sub-Saharan Africa is rapidly rising.
- Nneka could play alongside her sisters for Team Nigeria



Weaknesses

- She is getting older. Nneka turned 32 in July and is past her basketball prime
- LA Sparks are coming off a rough season. They finished 13-23
- Despite her social media following, many of her posts receive less than 2,000 likes

Threats

- FIBA denied Nneka's request to play for Team Nigeria in Tokyo Olympics because of her history with Team USA.
 - This could happen again in 2024.




Situational Analysis



Nneka Ogwumike



- NO.1 overall in the 2012 WNBA Draft.
- She plays as a Forward for Los Angeles Sparks.
- Also, a President of the WNBPA (Women's National Basketball Players Association).
- The WNBA's Kim Perrot Sportsmanship Award for the third consecutive year.
- Most recent franchise to win back-to-back titles.
- The main sponsor is EquiTrust Life Insurance.
- Attendance: 5,653 Per match (#6 place in the 2022 WNBA game)
- 6th place in West

		
Facebook Followers: 185,525	Instagram Followers: 164,000	Twitter Followers: 52,000
LA Sparks: 244,525	LA Sparks: 303,000	LA Sparks: 110,000

Social Media Audit

WHERE (PLATFORM)	WHEN (DATE/FREQUENCY)	WHAT (PURPOSE)	OPPORTUNITY (1 = CHALLENGE 5 = OPPORTUNITY)
INSTAGRAM	<ul style="list-style-type: none"> • Since: July 2012 • 6-8 posts / week • 1-2 stories / day 	Related to fashion, glamor shots, friends / family	Points: 4 <ul style="list-style-type: none"> • Instagram can post both stories and pictures • Update frequent • More topic
FACEBOOK	<ul style="list-style-type: none"> • Since: April 2014 • 5-8 posts / week 	Related to community events, sports highlights	Points: 5 <ul style="list-style-type: none"> • Have the most followers • Topics are widely
TWITTER	<ul style="list-style-type: none"> • Since: May 2011 • 5-8 posts / 2 weeks 	Related to sports products, fashion events, community	Points: 3 <ul style="list-style-type: none"> • More formal platform • Update relatively frequent • Less video

Strategies and Tactics/Disposition

1. Social-Media campaign/Run
2. Promotional Events
3. Promoting local community events
4. Fitness- tips & tricks (brand promotion)



Oct - Nov, 2022

1. Pre-season training
2. Activism
3. Social-Media campaign/Run
4. Event updates



Feb - March, 2023

1. Polls to get feedback
2. Real- time update/behind the scene
3. Support social cause
4. Game highlights/visual recap
5. Social-Media campaign/Run



June - July, 2023



1. Day to day engagement/ personal life
2. Community run/ campaign
3. Social media fundraiser
4. Real time engagement/live engagement
5. Attending local community events



Dec - Jan, 2023

1. Pre-season training posts
2. Pre-season excitement
3. Tips and Tricks
4. Game highlights/visual recap
5. Real time updates/behind the scene



April - May, 2023

1. Game highlights/visual recap
2. Real time updates/behind the scene
3. Social-Media campaign/Run
4. Dressing room conversations
5. Support social cause



Aug - Sep, 2023

COMMUNICATION OBJECTIVES

REPUTATION MANAGEMENT

- Promote NNEKA'S connection with non-profit organizations that empower young girls.
 - ◆ Target 3 talk-shows that focuses on women empowerment
 - ◆ Create short videos of Nneka's involvement in promoting young girls.



- Develop strategy to remain top of mind throughout offseason
 - ◆ Participate in 2-3 community events between this offseason and during the 2023 WNBA season.
 - ◆ Find at least 5 upcoming products or services that she can endorse before the season starts to support women in her community.

RELATIONSHIP MANAGEMENT

→ Fan Engagement :

- ◆ Develop a daily/weekly routine for social media posts (schedule posts)
 - Provide more content about Nneka's daily schedule during off season.
- ◆ Posting in real-time (example: Live Tweeting/Instagram)
- ◆ **Highlighting authenticity** – showing behind the scene contents and interaction with fans real-time.

→ Visibility :

- ◆ Target 5-10 American and/or international reporters to add to the media list during the offseason.
- ◆ Make content and promotional videos with at least 5 social influencers in the fashion industry



COMMUNITY OUTREACH



Nneka Ogwumike has continued to strengthen her community touchpoints and community service relations both at a national and a local level. Despite playing basketball, and serving as the Player's Association commissioner, Ogwumike continues to pursue various engagements aimed towards female and youth empowerment, S.T.E.M. education, and community outreach.

POTENTIAL PARTNERS :

In her Shoes Foundation (IHSF):

WOMEN EMPOWERING WOMEN:

To embrace the potential of all women and girls by providing:

Positive influences	Learning opportunities
Community partnerships	Leadership development

PowerPlayNYC:

EMPOWERING GIRLS THROUGH PLAY:

Increasing girls' participation in sports
Building and maintaining Health and Wellness
Developing Leadership & life skills
Increasing confidence and self-esteem

Potential Events:

- ❖ Fundraising event to support the flagship Ready Set Girls Academy (RSGA) program that empowers teen girls to live their best possible lives.
- ❖ 2022 GALA Celebration
 - The annual celebration to celebrate the futures of their program participants.
 - At the lighthouse at Chelsea Piers – New York
 - Nneka could address the children motivate them by telling her life story

Media Event I

Where: At Nneka's place of choice, her own house, LA Sparks facility, a nice rental hotel/apartment in L.A or even outside at a park with on a basketball court.

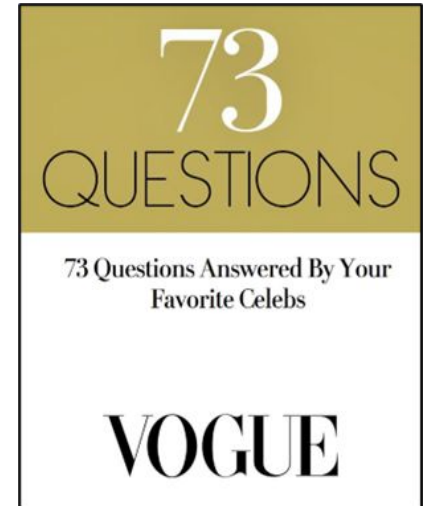
When: In the month of April/May right before the season starts, depending on the schedule of the WNBA 2023 season.

Who: Interviewee: Nneka Ogwumike. Interviewer: Joe Sabia.

What: Nneka Ogwumike will answer 73 questions in the Vogue interview series, where she will discuss her career, WNBA, interests in fashion, and social events.

Why: This will allow Nneka to re-launch her personal brand to the public. As the MVP and WNBA president, her outlook is formal and she is an outlier. By doing this interview, Nneka can add a new outlook, being relatable.

How: Event will be promoted on all social media platforms of Nneka Ogwumike and the Vogue's YouTube channel and their website. Media contacts will be given a prior notice once the episode is chosen to be aired on Vogue's channel.



Media Event II

Where: In Nneka's home/apartment.

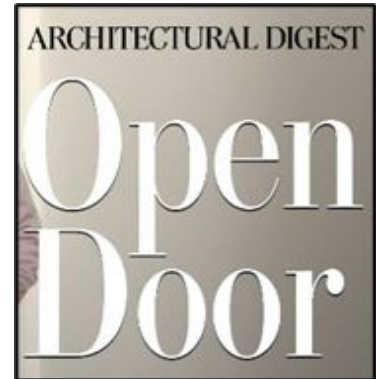
When: In the month of July/August, halfway between the WNBA season, depending on the schedule of the WNBA 2023 season.

Who: Speaker: Nneka Ogwumike. Camera Crew: Architectural Digest.

What: Nneka Ogwumike will participate in the AD Open Door series, where she will discuss her passion for interior designing, her interests in fashion decor, and her future endeavors related to fashion and designing.

Why: Shooting an episode with AD will expose her interests and passion about interior designing to her fans and audiences who may not follow her, outside the WNBA.

How: Event will be promoted on all social media platforms of Nneka Ogwumike and the AD's YouTube channel and their website. Media contacts will be given a prior notice once the episode is chosen to be aired on AD's channel.



Questions and Proposed Answers

What are your best achievements as the president of WNBPA?

The new **eight-year CBA (2020 -2027)**. It features several beneficial elements like, **cash compensation, quality of travel, motherhood and family planning.**

(WNBPA) has partnered with **Pepsi Stronger Together**, the soft drink company's philanthropic arm, to run a series of **giveback initiatives** in each of the league's 12 team markets.

The **"WE are BG campaign"** which involves efforts done by the WNBPA to **bring Brittney Griner back home** to the U.S.

How would you describe your personal style and what makes you excited about fashion?

"I would say that Black women have really been the blueprint. First, fashion is cyclical, when it comes to fashion, it's always done better by a Black person."

"I'd describe my style as eclectic, but I lean more towards classic trends. Most importantly, **I try to source my fashion from Black-owned, women-owned, and African-owned brands.**"

Questions and Proposed Answers

What are your plans for the next WNBA season?

“Trying to work on my game, improving my passing and rebounding skills on the court. The Sparks were last in the conference for the 2022 season, so my goals will be to work hard and practice alongside my teammates to better prepare for the next WNBA season and to qualify for the playoffs.”

What do you hope young women who love sports and want to be on the professional level can learn from you?

Having a great work ethic and interests that expand from sports to management and to other sectors of the industries like fashion and designing. Being a lifelong student is very important to succeed as a basketball player, as newer generations come up so do newer trends in all sectors of the industry. We must adapt to the times but at the same time stay true to ourselves, which is easier said than done. I have always wanted to be an exemplary athlete whom young black girls and women can look to and say that if she can do it, so can I. But I believe in doing things rather than just speaking on it, so I take pride in being the WNBA president, a former MVP of the WNBA and being on the cover of various sports and fashion magazines, so I can inspire others to do the same.

Questions and Proposed Answers

Outside of basketball, you are involved in a lot of social causes, which amongst them would you like to speak about?

“I would like to mention the ‘Bring Back Our Girls’ cause. I was such a young player, and we were seeing [Terrorist group Boko Haram] kidnapping girls and us not knowing where they were. That was my first experience with understanding how to use my platform and all it takes is compassion and connectivity. We are Nigerian Americans, and we were raised in a household with so much Nigerian influence and culture. For us to be able to use our platforms to hopefully make some type of change was important.”

What have you learnt from your experience being the president of the WNBPA?

“It's all about listening. You must listen to people's experience and especially empower those who have not historically had the space to share their story and their experience. I tried my best to be as helpful as I could and as progressive as I could as the PA president that the players look up to and to hopefully get their message across. Also, working with many prominent leaders and being in the same room with [BLM and other groups] who have been doing the work since before we were born, it's such a learning experience. It just teaches you more about how you can use your platform, and especially collectively because that's what really sets the WNBA apart.”

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Thank You!



Do You Have
Any Questions?