

Public relation



of Lecturer 21 April Public relation The Boston Red Sox, Boston Bruins, Boston Celtics and the Boston Patriots are four sporting outfits and they have made some efforts to promote their image in the eyes of the public. These four sporting outfits have made some specific public relation efforts in the past and they are still making such efforts till date. The Boston Red Sox baseball team has organized several exhibition games in order to boost their image and preach the message of peace and unity to the people of the city and the United States (Stout & Johnson). The Boston Celtics basketball team is also not left out as they have also organized several friendly games to promote their public image and to make themselves acceptable by the public. The Boston Bruins ice-hockey team has also organized hockey games with other hockey clubs in order to build the strength of togetherness and to promote their public image in the state of Boston. The Boston Patriots football team has also played exhibition games in Foxboro to show the benefits of team work and the importance of people working together in order to protect their collective interests. In order to further boost their public image, these sporting clubs have also hired the services of great media intelligence solutions. Boston Celtics selected the VMS's Media Monitoring and Analytics service at the end of 2010 in order to provide the basketball franchise with their media monitoring and analytics service. The three other Boston sporting clubs have also hired the services of media outfits in order to boost their image in the eyes of the public as this is very important in making them a marketable brand. These clubs make use of the monitoring and analytics service of these media outfits to keep record of their public relation activities. They also use the media outfits to keep track of their fan base and their followership from social networking sites like <https://assignbuster.com/public-relation/>

Twitter and Facebook. Work Cited Stout, Glenn, & Johnson, Richard. Red Sox Century: 100 Years of Red Sox Baseball. Boston, MA: Houghton, 2000. Print