

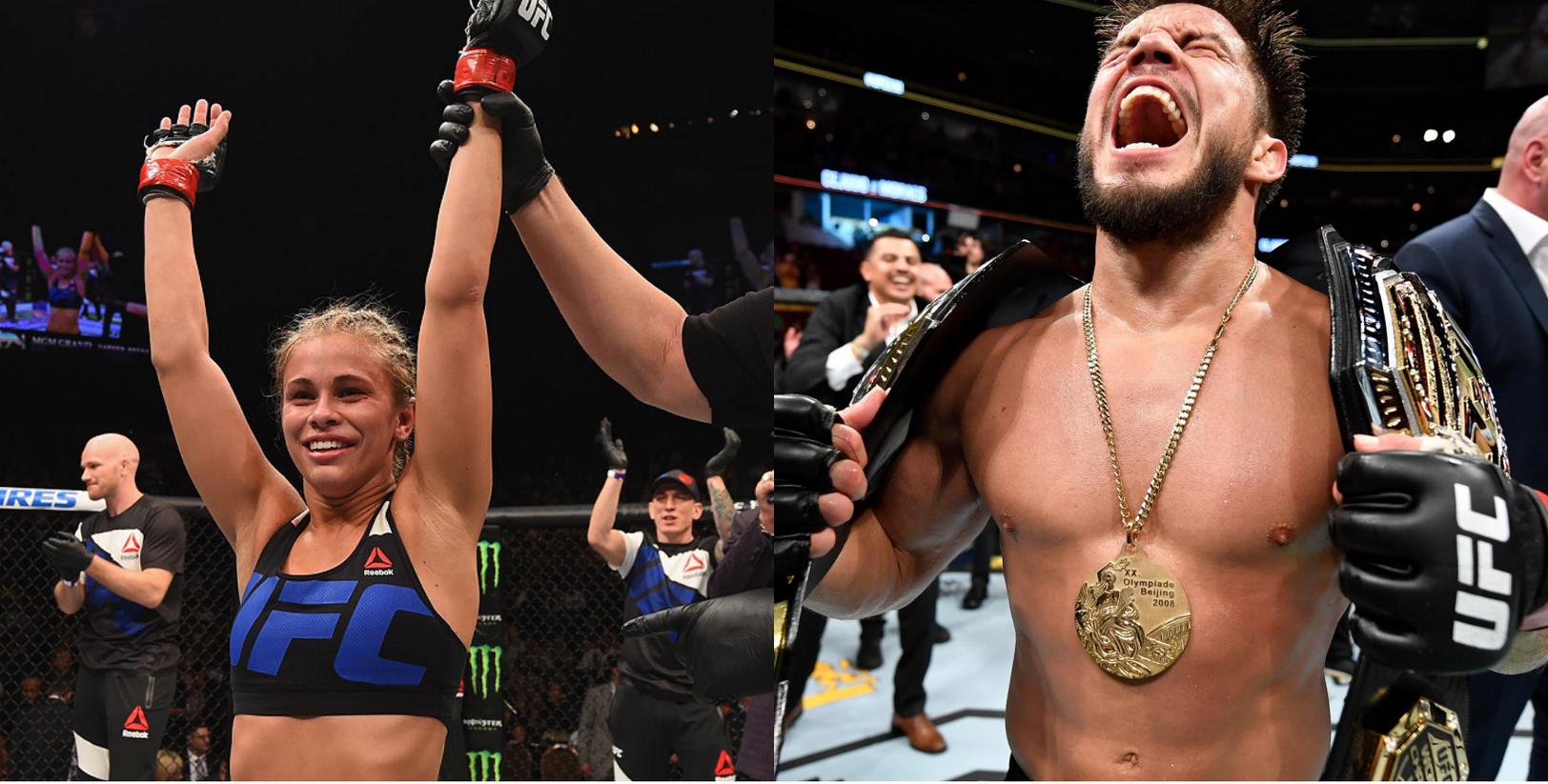


THE ULTIMATE FIGHTING CHAMPIONSHIP

UFC

UFC, as real as it gets!

Charlotte McKinley
The UFC
Professor Sinclair | PREL 230



INDEX

ULTIMATE FIGHTING CHAMPIONSHIP

About My Client	3
Planning Sheet	4
Press Release	6
Broadcast Script	8
Organizational Feature Story	10
Transmedia News Package	13
Appeal Letter	18
Flyer	20
Speech	21
Organizational ID	24

ABOUT MY CLIENT

THE UFC



My client is the Ultimate Fighting Championship (UFC). After their start in 1999, they are now the dominant fighting championship worldwide. They have a wide array of fighters—from atomweight to super heavyweight, females to males, Americans to Australians. Every Saturday night they have a new card with fighters being matched against each other several months in advance. When the time comes to watch a fight card, those who want to watch that particular card must have an ESPN+ membership and pay the pay-per-view fees. Through this, the UFC has made millions and been able to make millionaires out of many people (i.e. Conor McGregor) and movie stars that have gone on to go to the WWE (i.e. Ronda Rousey).

The UFC represents themselves exceptionally well in written form. Not only are they equipping excellent PR staff, but their journalists that cover the fights and fighter news/updates do a marvelous job doing so. Everything is updated regularly—information is always new, fresh, and accurate. The writing is simple and easy to read and doesn't require a lot of deciphering of the terminology. One must only be partially acquainted with the terminology to understand what is being presented.

Through my writing, the UFC will be benefited by the creative way I craft the facts of what have happened with enticing language through my press releases, broadcast scripts, appeal letters, organizational features, and speeches. They'll be at an advantage with my writing because people won't tune out or briefly scan information—rather they'll be drawn in. Likewise, with the more visual aspects such as transmedia news packages and fliers, consumers will be interested and drawn in through what is presented.

PLANNING SHEET

THE UFC



Public Relations Situation

UFC's Instagram and Twitter were both hacked by an organization called OurMine.

Analysis of Key Publics

- 1) UFC Fighters
 - a. UFC Fighters are those that fight on a UFC card. They don't want anything bad/detrimental to happen to the UFC because that reflects on themselves for being affiliated with the organization. Furthermore, the same things that happen to the UFC could happen to them. They are interested in keeping their image aligned with a good organization. They need to be able to keep up on the upcoming fights, news, and announcements from the UFC.
- 2) Other Fighters
 - a. These fighters are those who either a) want to work for the UFC eventually or b) work for a different Fight Championship. They are either professional or amateur and keep up with the events of the UFC. They want to know what's happening and why it's happening. They're interested in any information regarding "try-outs" to get into the UFC. They're also invested in the UFC fight world, though not necessarily as much as the UFC Fighters themselves. This demographic needs to know the thoughts of the UFC on certain matters such as a dispute between two fighters.
- 3) Fight Fans
 - a. The fight fans are a demographic that spans the recreational fight fan (i.e. they keep up with the UFC just enough to know one or two fighters on a card when in a bar watching the fights) and the avid fight fan (they know most/all of the UFC fighters, all the match-ups, and the current news). They want to know what's going on in the UFC, who's fighting who, and when the next big fight is. They're interested in watching, critiquing, and generally having a good time watching the fights. They need to know the latest information regarding match-ups and upcoming fights.

News Pitch

On January 28, 2020, the UFC's Instagram and Twitter were hacked. The hackers go by the name OurMine and have been hacking other sport giants' Instagram and Twitter accounts such as the accounts of various NFL teams. The situations have all been resolved and the accounts are back in the officials hands.

Benefit Statement

The publics will understand what has happened and that the threat has been disposed of and remedied.

Tone of Message

The tone of this message is informative and assuring.

Intended Outcomes

Intended outcomes include informing the publics of what has happened, reassuring them that this won't happen again, *and urging them to make security more of a priority.*

Action Statement

Learn from the hacking the UFC endured, and keep your online security a priority.

Readability Range

9-11 high school grade reading level with the below jargon.

UFC Jargon	Explained	UFC Jargon	Explained
Jab	<i>Straight punch off the front hand</i>	Cross	<i>Straight punch off the back hand</i>
Hook	<i>Vertical sweeping punch</i>	Uppercut	<i>Thrusting punches originating power from the hips</i>
Roundhouse	<i>A kick that (when contact isn't made) spins the fighter around in a circle</i>	Teep Kick	<i>A kick off the front leg with the ball of the foot—usually a short kick</i>
RNC	<i>Rear naked choke</i>	TKO	<i>Technical Knock Out</i>
KO	<i>Knock Out</i>	Submitted/Submission/Sub	<i>When one person taps out due to physical pain/not being able to breathe</i>
Tap-Out	<i>When one person is being submitted so they tap the other person to yield</i>	Cage/Octagon/Ring	<i>Where the fight takes place</i>
Decision	<i>Winner chosen by judges due to no submissions/TKO</i>	Card	<i>The fights that are happening on that particular night</i>



UFC Hacked by Online Sports Terrorist Organization

LAS VEGAS, Nevada (January 28, 2020)—The Ultimate Fighting Championship (UFC) was hacked on January 28, 2020. The hacking was done by a group called OurMine who has recently attacked other major sports accounts such as the NFL. The hacking occurred ahead of UFC 246, McGregor vs. Cerrone.

OurMine is a group that claims they are dedicated to keeping the security of their personnel and clients safe. However, they bring attention to themselves and their mission by hacking popular accounts, changing their profile pictures and headers, and then posting tweets that they use to try and “prove” that “everything is hackable” (OurMine).

Online security is important in day-to-day life—not just the lives of organizations such as the UFC. In order to protect the online user’s safety, they’re urged to change their passwords frequently. To obtain more information on the hacking of the UFC, contact the UFC at contact@ufc.com.

The UFC hacking on January 28, 2020 was just another in a series of hacks done by OurMine. They claim to be hacking organizations such as the UFC, NFL, and other big-name sports brands to bring awareness about the compromised security of the accounts.

Before they branched out to sports brands, OurMine had previously hacked companies such as BuzzFeed and HBO. They also targeted and attacked individuals such as Mark Zuckerberg, Jack Dorsey, and Sundar Pichai. OurMine typically does white-hat hacking. White-hat hacking is legal hacking that prospective organizations allow which challenge hackers to get through their defenses.

It is unknown at this time whether the UFC did or did not allow the white-hat hacking from OurMine, though approval hasn’t stopped OurMine in the past. Without authority from the NFL, OurMine hacked their Twitter account and uploaded their typical “every account is hackable—contact us for more information” post.

The UFC has not, at this time, commented on what they are doing for preventative measures in the future. The Twitter and Instagram posts made during the hacking have since been removed from the UFC’s social media accounts.

The Ultimate Fighting Championship is a company dedicated to the furthering of Mixed Martial Arts. The UFC was the first fight promotion of its kind the world has seen and remains the best and most known fight promotion in the United States. They have weekly “Fight Nights” and bring in revenue of over a million dollars during each event.

###

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BROADCAST SCRIPT

THE UFC



4/29/20

“UFC 249 Nurmagomedov vs Ferguson Promotion”

Dana White

:30

UFC 249 Nurmagomedov vs Ferguson Promotion

For years, many warriors have fought to defend their title among their peers. UFC 249 Nurmagomedov vs Ferguson is no different. Defending his title on April 18, 2020, Khabib Nurmagomedov is up against Tony Ferguson for a fight of a lifetime. Will Khabib be able to defend his lightweight championship belt? Or will Ferguson prove to be too strong of an opponent for Khabib to handle? This is Dana White, president of the Ultimate Fighting Championship telling you that you do *not* want to miss this event!

###

The tone of this broadcast script is bold and exciting. It's meant to draw people in, make them excited for UFC 249, and get their heart racing and blood pumping in anticipation and excitement. It should be suspenseful but not overtly so. The speaker, Dana White, is the president of the UFC. He has a baritone voice which works well when building suspense and thrill in people. The most notable reason for using his voice is that it's memorable, recognizable, he knows how to use it to be engaging, and he's an authority on the subject matter.



Ronda Rousey: Paving the Way for Women in the UFC

Sweat drips to the floor of the mat. The springs of the floor creak under their bare feet. Two bodies circle each other. Each one eyeing the other, ready and waiting for the other to strike first. Gloves guarding their faces, the two continue to circle. With a flurry of movement, one attacks the other. In a rapid series of movements, the attacker latches onto the defender's back, taking the match to the ground. The defender stands up, unwilling to keep the fight on the ground. However, the fight isn't over as the defender manages to get her attacker off her back. The attacker falls to the ground and starts to attack the legs for a heel hook. Unwilling to be submitted, the defender escapes—rolling over her opponent. The prior defender, in a series of movements, ends up with the attacker's arm in between her legs. Knees pinched together and ankles crossed, the woman lifts her hips until the other taps—submitting to the defender's will. Ronda Rousey had just become the first woman in UFC history to win a match in the cage.

Ronda Rousey has a long history of being an athlete. She first won Olympic Bronze for Team USA in 2008—making her the first American female to win an Olympic judo medal. Later, she won King of the Cage in her MMA debut before signing to Strikeforce. When Strikeforce was bought by the Ultimate Fighting Championship (UFC), she became the first woman to win a UFC fight. In 2018, she was the first woman to be inducted into the UFC Hall of Fame. Throughout her life, Rousey has brought many comments and questions to light—but there’s one question her actions have brought up: in an age of female empowerment, isn’t it only logical that women be allowed their rightful place in the octagon?



The Ultimate Fighting Championship was founded in 1993. It’s based in Las Vegas, Nevada and is the largest fight championship in the world. Because of the UFC, other fight championships have been created—such as Bellator MMA, Invicta Fight Championships, and ONE Championship. The UFC has a roster of the world’s top fighters and is responsible for their success and fame. Fighters like Conor “Notorious” McGregor and Jon “Bones” Jones would not be where they are at today without the fight championship opening doors for them. Oftentimes, after retiring from the UFC, many fighters go on to the World Wrestling Entertainment (WWE), have cameos in action movies (such as Ronda Rousey in *Furious 7*), or go on to train the next generation of fighters.

Through the UFC, many female fighters have been given a voice and have risen through the ranks to become role models for younger generations. The UFC provides these women with a platform to not only do the sport they love, but also a way to reach and empower other women. In a male-dominated industry, women are entering the UFC and proving they belong and are there to stay. It's because of this mindset that many girls are emboldened to do things they might normally never do. The female UFC fighters provide an example to the younger female generation that they can thrive in a male-dominated world—wherever that might be.

“I’ll never let a women’s fight happen,” Dana White said. “Watch me,” Rousey replied. White’s visions of UFC fight cards drastically changed after her monumental fight. Without Rousey, the UFC would be vastly different. If Rousey hadn’t pushed through the pain of her first UFC fight, there wouldn’t be female representation in the UFC. Holly Holmes, Amanda Nunez, and Rose Namajunas would not be household names in the fighting world. Ronda Rousey paved the way for women to be empowered through more than clothing choices and marches. She empowered women by showing them that the fight life can also be their life. Rousey sweat more so others could sweat less.





1. *Basic News*

Headline Tweet— The UFC’s Instagram and Twitter accounts were hacked by OurMine.

The situation is now resolved.

News Summary— The UFC’s Instagram and Twitter were both hacked by an organization called OurMine on January 28, 2020 who’s hacked other official sports accounts.

Core News Facts— OurMine, a white hacking organization, hacked the UFC’s Instagram and Twitter accounts on January 28, 2020. OurMine has attacked various other sports accounts as well as BuzzFeed and HBO.

2. *Additional Information*

Background— This is the first time the UFC has gotten hacked by this organization.

Typically, OurMine is paid to hack into accounts to assess the security of those accounts. Other times, OurMine hacks accounts on their own regardless of permission. It is unclear whether the UFC allowed OurMine to hack the Instagram and Twitter accounts, but the posts from OurMine have since been deleted from the actual accounts though screenshots exist that followers took when they noticed the hacking.

Key Publics— UFC Fighters, Other Fighters, Fight Fans

Quotes— “Well internet security still bad in this world so we are back.” (OurMine post)

“The NFL and teams are cooperating with its social media platform providers and law enforcement [to resolve this situation].” (NFL response)

“It takes 20 years to build a reputation and few minutes of cyber-incident to ruin it.” (Stephane Nappo)

Organizational ID— The Ultimate Fighting Championship is a company dedicated to the furthering of Mixed Martial Arts. The UFC was the first fight promotion of its kind the world has seen and remains the best and most known fight promotion in the United States. They have weekly “Fight Nights” and bring in revenue of over a million dollars during each event.

3. Press Release

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4. Graphics

- a. An image of Dana White unhappy.



- b. Blended OurMine and UFC logo.



- c. A meme. Two fighters are in the cage. The fighters' faces are covered by “UFC” and “OurMine”. The UFC is getting punched by OurMine.



5. Videos

- a. Timeline of events of what OurMine has done regarding hacking official sports accounts and actions taken against it.
- b. Video of Dana White speaking on the issue of the official UFC hacking accounts.
- c. A history of OurMine: from when they first appeared to where they last appeared.

6. Audio

- a. Interview with a hacker walking through the process of hacking an account to help the audience understand what a hacking is.
- b. Interview with one of the security branch officials of the United States to ask their opinion on OurMine and what they do.
- c. Informative podcast clip on how to prevent a hacking and what to do if a hacking situation arises.

7. Miscellaneous Information

The graphics will get the main point of the situation across quicker than anything else. By providing an unhappy Dana White, the audience will know the president of the UFC is not happy about the situation. The blended OurMine and UFC logo shows the now interconnectivity between the two organizations. To make it more relatable to audiences, a meme where there are two fighters in the cage where the fighters' faces are covered by "UFC" and "OurMine". This quickly gets the point across and is more likely to be shared throughout social media. This gets the point across quickly.

The videos provide a timeline of events of what OurMine has done. It also gives background on the situation and brings relevant information about the hacking agency to

the front. The publics will better understand the situation after watching the videos about OurMine and watching Dana White talk about the hacking.

The above interviews will help the publics understand the importance of internet security. They will learn how hacking happens, why it happens, and what to do to prevent themselves from being hacked. Being informed about the events around a situation is important to understanding the situation itself.

Links— Article talking about BuzzFeed being hacked by OurMine, article reporting on the NFL's hacking and their response

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WE'LL FIGHT THIS DISEASE TOGETHER.

UFC and the Hospital for Special Surgery come together to help defeat COVID-19

APRIL 2020



A TIMELINE OF EVENTS

January 11 - First official death

January 20 - Japan, South Korea, Thailand, and the United States test positive

January 30 - World Health Organization declared a "Public Health Emergency of International Concern"

February 1 - The virus was named COVID-19

February 23 - Italy locked down its towns

March 13 - President Trump announced a national emergency

March 24 - The Summer Olympics are postponed until 2021

We Can Make a Difference With This Disease.

WE JUST NEED YOU.

Dear Sinclair family,

The Corona Virus Disease 2019 has upset society as we know it. Amidst people being forced to stay at home, jobs being lost, the economy degrading, and the death of small business, there are many nurses and doctors on the front lines trying to combat this virus. All the while, people are dying due to lack of hospital beds and oxygen tubes.

Though many people are doing all they can to prevent the spread of COVID-19, and to prevent them from getting infected, this is simply not enough. The need of materials needed at hospitals outweigh the amount received. Many hospitals are rationing their supplies. Some personnel have to reuse their gloves several days in a row before they can change them.

This is the day and age we live in. We need YOUR help.



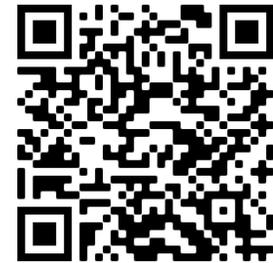
I'm sure you've heard the pleas of businesses, celebrities, and friends to *wash your hands* and *stay indoors* and *not go out unless absolutely required*. We add our voices to the masses. We plead with you to keep yourself safe and healthy. One of the best ways to combat this virus is to slow it down enough to stop it in its tracks.

We want to ask more of you. We know what an uncertain time this is. It's hard to think about donating materials and resources in a time when there might not be a paycheck coming in the mail, or you don't know if this paycheck will be your last. However, we believe that through donation of face masks, money, and

gloves, we will be able to stop this virus that much more quickly. It's a hard time for all of us, but that's why the UFC and HSS have committed to matching YOUR donation. For every mask you donate, not only will the UFC donate a mask, but HSS will as well.

We must do everything we can to get ahead of this virus. This is why we need YOU to help us. It's only through your support that we're able to make an impact and save lives from this terrible evil.

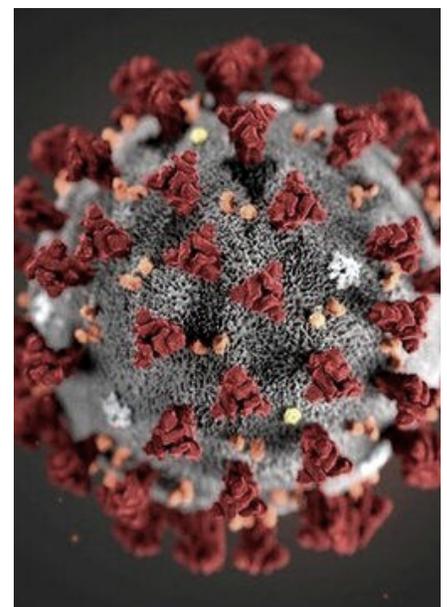
Even though donating one mask may not seem like enough or that it will make a difference, *it will*. YOUR donation means there is *one more mask* for a front-line personnel to wear that they wouldn't have otherwise. YOU can help us BE THE CHANGE this world *NEEDS*.



Scan this QR Code to find out where and how to donate to a hospital in need of masks!

We're all in this together,
Charlotte McKinley
PR Specialist

PS: Don't be afraid of donating other resources! The only way we can combat this virus is to come together as a community for the greater good. That might look different for you and your family, *and that's okay*.



UFC

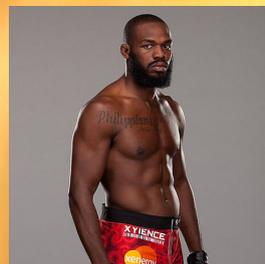
SATURDAY NIGHT FIGHTS

**TUNE IN EVERY SATURDAY ON ESPN+
AND PAY-PER-VIEW TO WATCH YOUR
FAVORITE FIGHTERS GO TO WAR!**

*As the first and leading MMA fight promotion,
we aim to provide the public with the most
intense, the most exciting, and the most
riveting fighters and fights. There's so much to
experience with the UFC: behind the scenes,
fight logs, training camps, and more! We are
truly dedicated to YOU and YOUR experience.*

UPCOMING EVENTS

**249 FERGUSON VS GAETHJE • SMITH VS TEIXERIA • HERMASSON VS
WEIDMAN • 250 CEJUDO VS ALDO**



Check out our YouTube
channel for highlights!

Fighters: Each and Every One of Us

It's been a wild ride, hasn't it? From the COVID-19 pandemic sweeping through our nation to the UFC having to suspend what was supposed to be its largest fight this year, Ferguson vs Gaethje, we have been through a lot. But you know what? That's okay. We're fighters—all of us. We don't wake up every day, check the view outside our million-dollar mansion, walk downstairs, greet the help, and recline as servants feed us grapes. Okay, maybe I do, but that's beside the point. The reality of the matter is that we are all in a profession where we get our hands dirty. We fight because we feel the rush in our veins. The feeling when we step into that cage is unlike anything anyone has ever experienced. Time slows down. Your heart slows down. All is calm for a few vital seconds as you step across that threshold. Then time catches up with you and it's go-go-go.

This virus took that away from us. This virus tried to submit us to its will, but you know what happened? We refused. We refused to submit like Ronda Rousey refused to submit to Liz Carmouche. Rousey didn't submit when it mattered most, and neither did we. This is why we're the best. We're not just the best fight promotion because of our fighters and our staff. No! We're the best fight promotion because we refuse to submit to circumstances that don't go our way.

I'm proud of each and every one of you athletes who didn't sit on the couch eating bonbons. You refused to get fat and lazy, but instead put in the time and effort that was needed to keep yourselves as the best fighters in the world. You refused to grow complacent. Instead, you worked harder. You refused to stop training. You found a way to make it work. You refused to give up. You pushed on. Each and every one of you athletes proved yourselves to be worthy of

Now, none of this would be possible without the best staff in the entire universe. I'm just the face of the UFC. The athletes rise to the top and become the shiny objects people see and admire. People don't see the real heroes of the UFC: the ghost team. This staff--this team--has put up with a lot—with Disney and the governor shutting down 249, they also refused to be complacent. They worked tirelessly to help this promotion continue to be the best that it could be. They didn't let the UFC brand gather dust on a shelf while we all waited for the coronavirus pandemic to fade out. No! This staff put in just as much time and effort as the athletes. They made sure the articles were factual. They ran the media accounts. They assisted in phone calls, emails, and so much more behind-the-scenes work.

They had to adapt as much, if not more, than you athletes have. Yes, you've been training for a specific fight at a specific time, but plans changed. That sucks. It shouldn't have happened, but it did. However, when you just went back to training, the ghost team had to work and rework, oftentimes through the night, to make sure that when we came back (and we did) that everything would work smoothly. Countless gallons of coffee were consumed by the end of this pandemic, but to what end? I'll tell you: The revival and reemergence of the UFC. While the other promotions were being lazy and growing complacent trying to wait this pandemic out, the ghost team was working day in and day out to see this fight promotion stay on top. They're why we're here tonight. Do you think I can plan a party like this? No! All I'm good for is approving matches and being the person to say "yes" or "no".

Without my ghost team, without the staff, and without the athletes, we wouldn't be here. Let's give it up for the UFC and its people.

The speaker is Dana White, the president and face of the UFC. He's speaking at an event taking place after the coronavirus pandemic subsides and life returns to "usual." The purpose of the speech is gratitude and a thank you for the athletes and the staff of the UFC for not giving up and continuing to work through this time. The outcome of the speech is for people to feel appreciated for their grit and resilience, but also to feel inspired to continue with that mindset going forward.

ORGANIZATIONAL ID

THE UFC



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