

# Chicago Cubs and the Comcast Sports Network Chicago

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Melody Thuston, Kevin Spitta

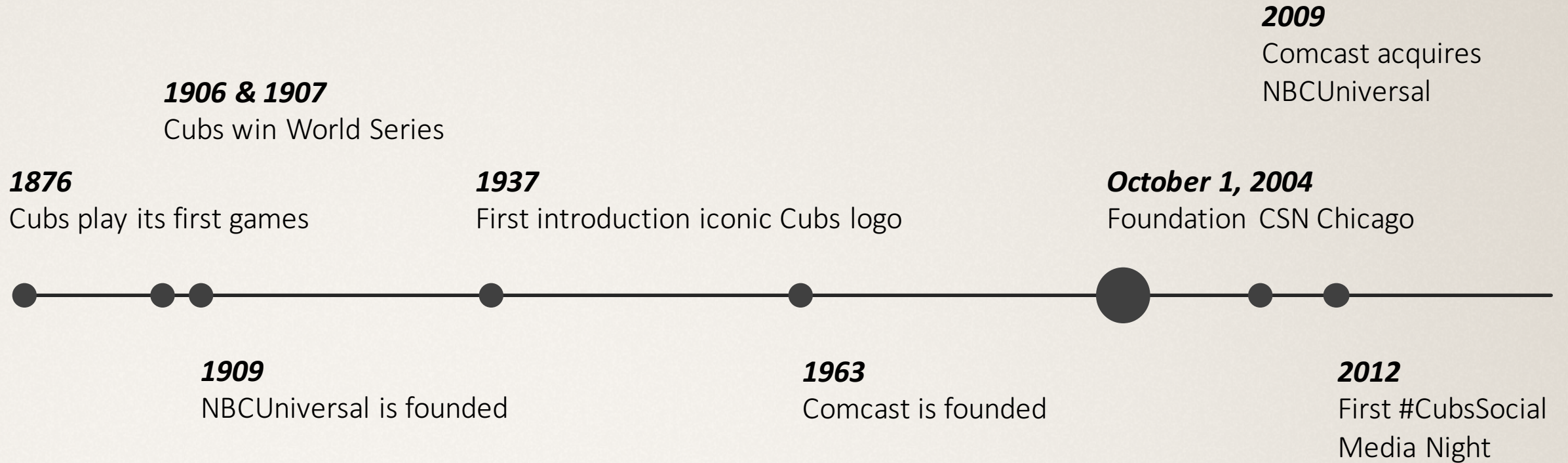
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Chicago Corporations & Their Agencies  
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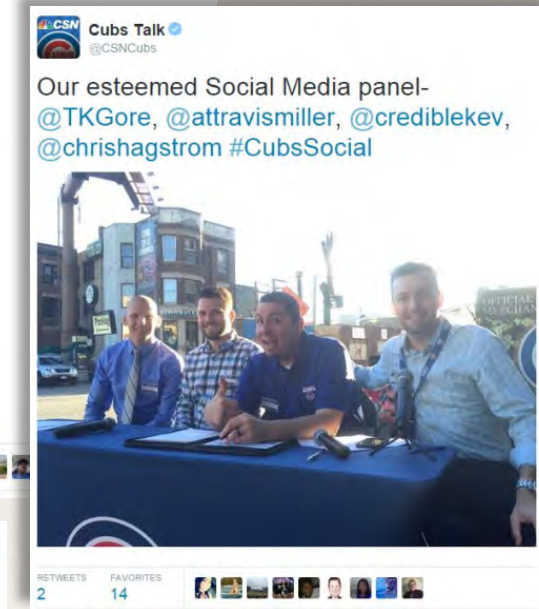
# Relationship Timeline



# Relationship Overview



# #CubsSocial Media Night



# #CubsSocial #WeAreGood



In 2015, Cubs catch **Miguel Montero** first used #WeAreGood.

**Montero:** “I don’t even know how I came up with it to be honest, I don’t really tweet that much. I think we lost a couple games and I just wanted to express my emotions and I came up with ‘we are good’ and people like it I guess.”

**Kyle Schwarber:** “It’s a part of us now, it’s a part of the team, a part of us players.”

**Addison Russell:** “It basically mean’s we’re confident, we may be young but we’re confident.”



#CubsSocial #WeAreGood

Daily Herald

The New York Times

Comcast SPORTSNET CSNCHICAGO.COM

CHICAGO 82 VS Toronto 69 3rd 1:43 Los Angeles 2 VS Chicago 0 2nd 13:50 Chi White Sox 3 47°

BLACKHAWKS BULLS CUBS WHITE SOX BEARS FIRE NOTRE DAME PREPS MORE WATCH SHOP TICKETS

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CUBSPULSE

J 654,770 Total

K 297,426 Total

A 207,348 Total

Jordan

Miguel Montero: Cubs have to believe #WeAreGood

October 16, 2015, 12:15 pm

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Miguel Montero doesn't want to hear that the Cubs don't have momentum.



When a reporter tried to ask Montero a question about how the winner of Game 5 of

Sports

BASEBALL 09/21/2015, 07:07pm

Cubs players explain use of the hashtag #WeAreGood on Twitter

Social media has become a huge part of the sports world. It gives organizations a voice of their own, while also allowing fans a chance to reach out to their favorite team.

In addition to the always active Cubs Twitter account, this year's young team has been having fun with social media all year long.

One thing that has developed throughout the year is the hashtag #WeAreGood. The team, players, and fans have used the hashtag regularly throughout the year

Chicago Cubs Magic # @ChiCubsMagicNum

Rizzo hits his 30th HR in the Cubs Win dr number to single digits 9!!!!!! #WeAreGood 2:44 PM - 17 Sep 2015



The Cubs mobbed the mound after Hector Rondon struck out Stephen Piscotty, who had hit a home run earlier and had three in the series. Chicago used eight pitchers in the decisive game. Jonathan Daniel/Getty Images

Closer Hector Rondon sealed it in the ninth, striking out Stephen Piscotty and leaping for joy with catcher Miguel Montero. "Go Cubs Go!" rang from the loudspeakers, and 42,411 believers sang along, waving white towels with a blue "W," like the win flag the Cubs fly above their scoreboard.

Montero backs up #WeAreGood hashtag with big home run

Facebook 12 Twitter Google+ LinkedIn Email Print Comments 0

warmed up, it was a different song: ie Vedder, a fan who has been a regular ight as well have blasted the song from k, the "Say Anything ..." star and ber joy ride.

tero created a simple catchphrase for T- l. He said he wanted to make a painting

es in a row, so you start reading your te, "Oh, here it comes again," Montero e that we are good, we're not going to



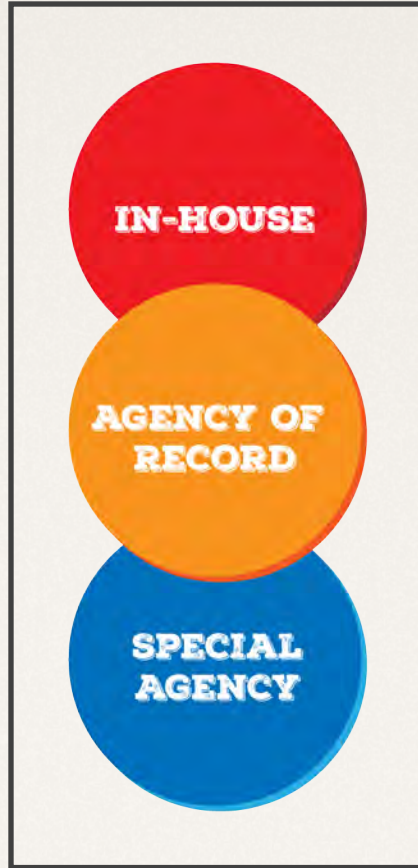
CHICAGO SUN-TIMES

# Similar Relationships





# Relationship Models



# Why working in **Sports**?

Work with  
*loyal* and  
*passionate*  
fans

Part of a  
**large network**

Attending *Games* & talking  
to **Stars** is your *Job*

Very *fast paced* and *direct results*

*Wide range*  
of communication efforts



Thanks for your **attention!**



## Sources:

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