

Angel City Football Club



FINAL **PORTFOLIO**

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025



Client Portfolio

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Portfolio Summary



The following portfolio showcases the public relations writing work completed during the Spring 2025 semester in Dr. Matera's Public Relations Writing class at the Walter Cronkite School of Journalism and Mass Communication.

The selected client researched and analyzed to create professional-level content for academic purposes was Angel City Football Club (ACFC). The goal of this project was to develop and refine PR-writing skills in preparation for real-world communications opportunities.

Angel City FC is a professional women's soccer team based in Los Angeles, founded with a mission to ignite higher standards for equity, impact, and community engagement in the sports world. Since their debut season in 2022, Angel City has captured national attention through innovative business models, community investment and a passionate, diverse fan base. As a fast-growing brand with a strong social purpose, Angel City provided a compelling foundation for crafting dynamic, strategic communications.

The following works are not affiliated with Angel City FC or the National Women's Soccer League (NWSL). All materials were created solely for a school project and are not official partnerships with the selected client. They were designed to visually and strategically mirror Angel City's real-world voice, brand identity and community-focused mission.

Works crafted to simulate professional-level content include a client brief, news release, media pitch, backgrounder, fact sheet, bio sketch, flyer/infographic, podcast script, social media campaign, comments/speech, PSA script, blog post, memo, initial crisis statement and an e-blast.

**Walter Cronkite School
of Journalism and Mass
Communication**



RESUME

Estela Anahi Jaramillo

January - April 2025

Estela Anahi Jaramillo

CONTACT

Phone: (559) 393-0296
Email: estelaanahij@gmail.com

Portfolio: www.estelaanahijaramillo.com

PROFESSIONAL EXPERIENCE

Sports Marketing Fellowship | The Marcus Graham Project February 2025

- Created, collaborated and presented a 5-layer comprehensive marketing campaign and brand strategy to Phoenix Suns/Phoenix Mercury executives, Marcus Graham Project employees and marketing professionals for the Phoenix Suns and Mercury Foundation.

Reporter | AZPreps365 September 2024 - December 2024

- Wrote game stories with a turnaround time of three hours after the game.
- Interviewed coaches, athletes and families to complete feature and enterprise stories.
- Captured photos to be paired with published stories online.

Reporter | The Business Journal - Fresno May 2023 - August 2024

- Created 3-4 articles a week, along with news briefs assigned for 10,000 online subscribers and print edition subscribers.
- Conducted research to uncover topics including real estate, education, local government policies, and additional significant news.

Freelance | The San Francisco Standard and The Business Journal - Fresno November 16, 2022
February - March 2023

- Maintained a professional and organized approach to freelance work, including invoicing and client communication.
- Collaborated with clients or editors to ensure content meets their requirements and aligns with their brand voice.

Sports Editor | The Collegian January 2022 - December 2022

- Managed the sports section of Fresno State's student-run newspaper by assigning trending stories.
- Copy-edited 5 to 6 stories a week for the publication's weekly printed paper and online website and utilized Adobe InDesign for the publication design of the weekly issue.

Reporter/ Intern | The Sanger Scene September 2019 - May 2023

- Wrote 2-3 articles a week, along with capturing photos for 500 online subscribers.
- Created video highlights for social media from community events, school events, athletic events, and school board and city council meetings for 11,000 followers.

EDUCATION

Walter Cronkite School of Journalism and Mass Communication Arizona State University | August 2025

Master of Arts in Sports Journalism

California State University, Fresno | December 2022

Bachelor of Arts in Journalism and Chicano Latino American Studies

SKILLS

Bilingual: English and Spanish, deadline writing, interviewing skills, writing in AP Style, social media content creation, copy editing, research and attention to detail advanced in digital literacy and social media editing software including: Adobe Premier Pro, Adobe Photoshop, Adobe Audition, Adobe Lightroom, Adobe InDesign, Canva and Wordpress.

Angel City Football Club



CLIENT

REPORT BRIEF

PREPARED FOR:

Dr. Fran Matera

Associate Professor

PREPARED BY:

Estela Anahi Jaramillo

Student



Estela Anahi Jaramillo
4225 N 12th St
Phoenix, AZ, 85014

Dr. Frances Matera
Associate Professor
Walter Cronkite School of Journalism and
Mass Communication
555 N Central Avenue
Phoenix, AZ 85004

Dear Dr. Matera,

Within the client report brief, you will find detailed information on Angel City Football Club (ACFC), a professional women's soccer team based in Los Angeles dedicated to reimagining the impact of sports through community empowerment, equity and innovation.

This backgrounder consists of research drawn from primary and secondary sources. The analysis has been carefully organized in a clear, concise and structured format. The design and writing style aim to align with Angel City FC's dynamic and community-driven brand voice, while following APA style guidelines.

Please review the official report and share your feedback at your convenience.

If you have any questions regarding the attached report, please contact me at (559) 393 - 0296.

Best regards,

Estela Anahi Jaramillo

Estela Anahi Jaramillo



Client Research: Angel City Futbol Club

Estela Anahi Jaramillo

Walter Cronkite School of Journalism and Mass Communication

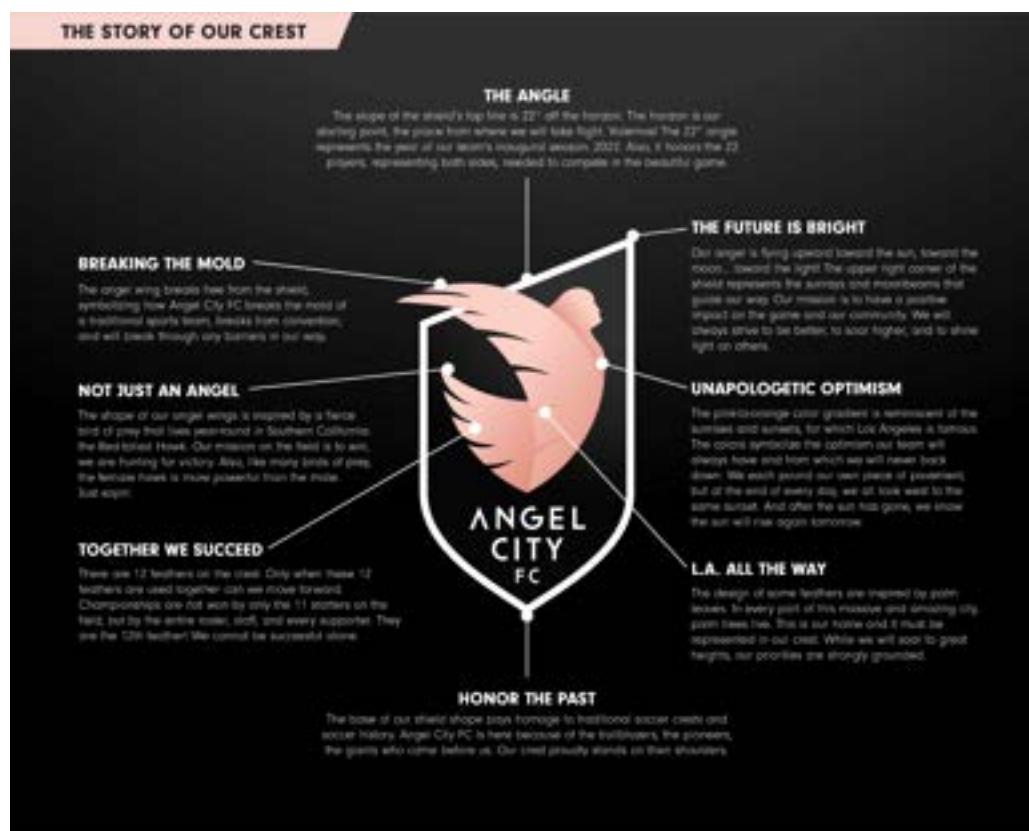
Writing for Public Relations

Feb. 4, 2025



Executive Summary

Angel City Football Club (ACFC) is a privately held professional women's soccer team based in Los Angeles, Calif. Founded in 2020, the club began competing in the National Women's Soccer League (NWSL) in 2022. In July 2024, Disney CEO Bob Iger and his wife, Willow Bay, acquired a controlling stake in ACFC, valuing the club at \$250 million—the highest valuation ever for a women's professional sports team. This investment underscores the growing prominence and market potential of women's sports.





History

Angel City FC, founded in 2020, is a Los Angeles-based National Women's Soccer League (NWSL) club. The team was established by an all-female ownership group, including Natalie Portman, Serena Williams and other celebrities and investors, with a mission to promote equity in sports. Angel City played its inaugural season in 2022, quickly gaining a passionate fanbase. The club emphasizes community impact, pledging to reinvest 10% of sponsorship revenue into local initiatives. Despite early struggles, Angel City reached the NWSL playoffs in 2023, marking a significant milestone in its young history as a trailblazer in women's soccer.





Company Details

Headquarters Address: 5543 Riverton Ave, Suite 2, North Hollywood, Calif. 91601

Website URL: angelcity.com

Number of Locations: Primarily operates in Los Angeles, with home games at BMO Stadium.





Company Mission Statement:

The club was established with the intent to revolutionize women's sports by building a club by women, for women, emphasizing community engagement and equity in sports.

Company Leadership or Management Team:

Willow Bay: Controlling owner and chair of the board

Bob Iger: Controlling owner





Julie Uhrman: Co-founder and president

Natalie Portman: Co-founder and board member

Kara Nortman: Co-founder and board member



Communication Channels:

Official Website: [angelcity.com](https://www.angelcity.com)

Newsroom: Accessible via the "News & Media" section on the official website

Social Media:

- Instagram: [@weareangelcity](https://www.instagram.com/weareangelcity)
- Twitter: [@weareangelcity](https://twitter.com/weareangelcity)
- Facebook: [Angel City FC](https://www.facebook.com/AngelCityFC)



Key Products and Services:

ACFC offers fans the opportunity to experience professional women's soccer through:

- Matchday Experiences: Live home games at BMO Stadium in Los Angeles.
- Merchandise: Official team apparel and accessories are available through their online store.
- Community Engagement: Initiatives and events aimed at fostering community involvement and support for women's sports.





Major Geographic and Target Markets:

ACFC primarily serves the Los Angeles metropolitan area, targeting soccer enthusiasts, families and supporters of women's sports. Their fan base includes a diverse demographic that values community engagement, gender equity and high-quality sports entertainment.



Main Competitor:

A primary competitor is the San Diego Wave FC, another NWSL team based in Southern California. While both teams compete in the same league and region, ACFC distinguishes itself through its unique ownership group, community-focused initiatives and strong emphasis on promoting women's empowerment in sports.



Recent Communications Campaign:

In July 2024, ACFC announced Iger and Bay acquired a controlling stake in the club, valuing it at \$250 million. Their communications highlighted this milestone to emphasize the club's growth, the increasing value of women's sports and their commitment to future development through articles on their website and shared with local media stations.

Willow Bay and Bob Iger to Become Angel City's New Controlling Owners



By Angel City • Jul 17, 2024



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<https://www.wsj.com/sports/soccer/angel-city-nwsl-powerstruggle-9c009842>

Angel City Football Club



NEWS **RELEASE**

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025

NEWS RELEASE

Event Press Release:

Date Release:

March 6, 2025



Club expands commitment to the community with programs supporting education, entrepreneurship, wellness for Latinas

LOS ANGELES – Angel City Football Club (ACFC) is strengthening its commitment to the Los Angeles community with the launch of the “Latinas Rising” Initiative, a \$2 million investment aimed at empowering Latinas across the region. The initiative will fund education, entrepreneurship and wellness programs designed to uplift and support Latina women and girls in pursuit of their personal and professional goals.



As the largest ethnic group in Los Angeles, Latinas are a driving force in the city’s culture, economy and sports fandom. However, they continue to face disparities in education, business funding and access to healthcare. Through scholarships, business grants, mentorship and wellness resources, Angel City FC plans to create meaningful change and lasting opportunities for Latinas in the community.

“Latinas are the backbone of Los Angeles, yet they face systemic challenges that limit their full potential,” said Julie Uhrman, co-founder and president of Angel City FC. “With the ‘Latinas Rising’ Initiative, we’re investing in the future of our community by supporting the education, careers and well-being of the women and girls who inspire us every day.”

The “Latinas Rising” Initiative offers:

- College scholarships for Latina high school students in Los Angeles pursuing higher education.
- Small business grants for Latina entrepreneurs looking to start or grow their businesses.
- Mentorship and career development programs connecting Latinas with industry leaders across sports, business and media.

- Community wellness programs focused on mental health, fitness and access to healthcare resources.

This initiative builds upon ACFC's ongoing efforts to support the Latino community. In 2024, the club collaborated with LA-based Latinx lifestyle brand Hija de tu Madre to launch a limited-edition clothing collection celebrating Hispanic Heritage Month. Ten percent of all proceeds from the collection were donated to the Central American Resource Center (CARECEN) Los Angeles, a non-profit organization that facilitates immigrant integration programs for Central Americans.

Additionally, ACFC's Celebración de Culturas Hub serves as a museum and community space that celebrates the history, culture, values and traditions of Mexicans, Mexican Americans and all Latinos in Southern California. The hub offers resources such as books by Latinx authors and information on local Latinx-owned businesses and events, fostering a deeper connection with the community.

"Latinas in Los Angeles are resilient, creative, and hardworking, but they need access to the resources and support that allow them to thrive," said Eva Longoria, ACFC investor and activist. "This initiative is about breaking barriers and ensuring that Latinas have the opportunities they deserve to succeed in all areas of life."

Applications for scholarships and business grants open in May 2025, with recipients announced in July 2025.

For more information about the initiative, visit www.angelcity.com/latinasrising.

MEDIA CONTACT:
Estela Anahi Jaramillo
Communications
Angel City FC Communications

About Angel City FC

Founded in 2020, [Angel City Football Club \(ACFC\)](http://www.angelcity.com) is committed to reimagining women's sports by driving equity, accessibility and investment in the game. As a purpose-driven organization, ACFC donates 10% of sponsorship revenue to community initiatives and continues to set new standards for engagement, impact and success in women's soccer. The club is majority female-founded and led by a star-studded ownership group including Natalie Portman, Alexis Ohanian, Eva Longoria and Abby Wambach. Angel City FC competes in the National Women's Soccer League (NWSL) and plays its home matches at BMO Stadium in Los Angeles.

For more information, visit www.angelcity.com or follow @weareangelcity on social media.

Angel City Football Club



BACKGROUND

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025



Backgrounder

FOR MORE INFORMATION

FOR IMMEDIATE RELEASE

March 27, 2025

Estela Anahi Jaramillo

Public Relations

ejaram1@asu.edu

Celebración de Culturas Hub

Celebrating Diversity, Empowerment through Angel City FC

In the vibrant, multicultural tapestry of Los Angeles, few organizations have embraced the city's diversity as thoroughly as Angel City Football Club. As the first professional women's soccer team in Los Angeles since the LA Sol in 2010, Angel City made its mark through athletic excellence and by weaving its mission of social change into the fabric of the community. At the heart of this commitment is the "Celebración de Culturas Hub," an initiative to celebrate and elevate Latino culture while fostering inclusivity and empowering underrepresented voices.

A Commitment to the Latino Community

The "Celebración de Culturas Hub" was born out of a desire to connect with and give back to the Latino community in Los Angeles. This community makes up a significant portion of the city's population and plays a key role in the cultural landscape. Angel City FC's founders, Natalie Portman, Kara Nortman and Julie Uhrman, recognizing the rich traditions, art and history of the Latino community, saw the opportunity to acknowledge this heritage and create a space that would amplify voices in the world of sports.

The hub serves as both a cultural celebration and an educational resource. It is designed to spotlight Latino culture in a way that goes beyond the typical celebrations during holidays like Hispanic Heritage Month. It engages with local Latino businesses, community organizations and artists, helping preserve and promote the traditions, values and history integral to the city's identity. At the same time, it serves as a platform to raise awareness about the ongoing struggles



and challenges Latino communities face, reinforcing Angel City's commitment to social justice and empowerment.

Creating Meaningful Engagement and Driving Economic Empowerment

One of the central tenets of the “Celebración de Culturas Hub” is fostering deep, lasting connections within the community. This initiative doesn't just celebrate culture in a superficial sense; it's about creating meaningful engagement that leads to tangible outcomes. The hub hosts various events, from cultural festivals and educational workshops to business networking opportunities for Latino entrepreneurs. By supporting local Latino businesses, Angel City FC is helping to drive economic empowerment in many sectors of a historically underserved community.

In addition, the hub promotes community activism by raising awareness of social issues affecting Latinos in Los Angeles. Through partnerships with local nonprofits and advocacy organizations, Angel City FC uses its platform to bring attention to issues of immigration reform, access to education and gender equality. It's an effort to celebrate those who are overlooked or marginalized in sports and society.

Blending Soccer, Cultural Heritage and Education

For Angel City FC, the “Celebración de Culturas Hub” is an opportunity to marry the passion of soccer with the vibrancy of Latino culture. The team regularly hosts special events that align with cultural holidays and milestones, such as the celebration of Día de los Muertos, the Mexican Day of the Dead or Cinco de Mayo. These events, which occur both at home matches and in community spaces, provide a unique and festive environment for fans to gather, celebrate their shared heritage and enjoy the excitement of the game.

Beyond the festivities, the hub also serves as an educational resource. Angel City FC promotes the history of the Latino community in Los Angeles and the profound influence of this group has had on the region. By offering cultural education through soccer events, youth outreach and partnerships with local institutions, Angel City FC is a bridge for younger generations to connect with their cultural roots while engaging in the world of professional sports.



Empowering Latinas and Building a Lasting Legacy

A key component of the “Celebración de Culturas Hub” is its focus on empowering Latinas and women within the sports world. Given that Angel City FC is a women’s soccer team, the organization is uniquely positioned to inspire young Latinas to see themselves as leaders, athletes and role models. In a world where professional women athletes are often underrepresented, Angel City FC is a beacon of opportunity for aspiring young women from all backgrounds, including Latino communities.

Through its outreach programs, Angel City FC offers mentorship opportunities and professional development resources for young girls and women, aiming to break down barriers to sports participation. By providing access to training, leadership programs and exposure to female role models, the team helps to inspire confidence and resilience in the next generation of Latina athletes.

As of 2025, the “Celebración de Culturas Hub” is now a cornerstone of Angel City FC’s community engagement strategy. The hub’s impact is felt in Los Angeles and beyond, as the team continues to push the boundaries of what it means to be a socially conscious sports organization. Moving forward, Angel City FC plans to expand the hub’s reach, creating more opportunities for cultural exchange, education and empowerment.

The club is also working on long-term initiatives to ensure that the legacy of the “Celebración de Culturas Hub” extends well into the future. Plans include expanding the hub’s programming to reach more Latino youth and families, strengthening partnerships with other organizations and building a dedicated space to serve as a cultural center for the community.

The “Celebración de Culturas Hub” is more than just a cultural initiative; it’s a statement about the power of sports to bring people together and drive meaningful social change. Through this program, Angel City FC demonstrates how professional sports can serve as a platform to celebrate diversity, promote inclusion and address social issues. By elevating Latino culture, supporting local businesses, and empowering young women and girls, Angel City FC is transforming the landscape of women’s sports. They are creating a lasting legacy that will continue to resonate within the community for years to come.

Angel City Football Club



FACT SHEET

Estela Anahi Jaramillo

Public Relations Writing

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January - April 2025

FACT SHEET



A Celebration of Community, Sustainability and the Beautiful Game

Roots & Wings Week: Angel City FC Match Week 2025

WHAT: Roots & Wings Week is a weeklong celebration leading up to Angel City FC's home match on Thursday, April 18. It blends soccer, sustainability and social impact. From youth clinics and community cleanups to inspiring panels and fan-driven content, the week honors where we come from—our **roots**—and where we're headed—our **wings**.

Fans can participate in virtual and in-person events reflecting Angel City's commitment to people and the planet. Join us for a week that gives back, connects and energizes the City of Angels.

WHEN Roots & Wings Week: April 12–18

- Friday, April 12 – Fan Friday: Wear Your Wings (Social Media Campaign)
- Saturday, April 13 – Community Impact Day (Neighborhood Beautification and Youth Soccer Clinic)
- Sunday, April 14 – Family Day in the Park
- Monday, April 15 – Mic'd Up Monday (Training + Sustainability Spotlight)
- Tuesday, April 16 – Taco Tuesday & Team Talk (Local Food + Eco-Conscious Q&A)
- Wednesday, April 17 – Wings of Change (Women's Empowerment & Sustainability Panel)
- Thursday, April 18 – MATCHDAY: Angel City FC vs NY Gotham FC at BMO Stadium

Kickoff Time: 7 p.m. PST

- Visit [AngelCity.com](https://www.angelcityfc.com) or follow @weareangelcity for schedule updates.

WHERE: Events take place throughout Los Angeles and online. From Exposition Park to the heart of BMO Stadium, Angel City is activating local spaces to build community and make an impact.

WHO: Angel City FC – Los Angeles’ professional women’s soccer team and a leader in purpose-driven sports culture. This week welcomes fans of all ages, families, eco-advocates and anyone who believes in sport for good.

WHY: Roots & Wings Week reminds us that every great team is grounded in something meaningful and lifted by a shared purpose. Angel City’s mission is to use soccer as a platform for change. This week, we’re playing for our planet and our people.

###

CONTACT: Samantha Lopez, Communications Manager
slopez@angelcityfc.com
Angel City FC
818 W Seventh St., Los Angeles, Calif .90017

Angel City Football Club



BIO

Estela Anahi Jaramillo

Public Relations Writing

Walter Cronkite School of Journalism
and Mass Communications

January - April 2025



Julie Uhrman

Julie Uhrman is the president and co-founder of Angel City Football Club (ACFC), a pioneering women's soccer team in Los Angeles. Under her leadership, ACFC secured over \$55 million in sponsorships and reinvests 10% into community initiatives. Previously, she founded OUYA, an Android-based gaming console, and held executive roles at Lionsgate, IGN and Vivendi Universal Games. Uhrman, a champion for gender equity in sports and business, earned recognition from Adweek and Fast Company. She holds a BA from Washington University in St. Louis and an MBA from University of California Los Angeles, Anderson, redefining sports ownership through purpose-driven leadership.



www.angelcity.com



Angel City Football Club



FLYER

Estela Anahi Jaramillo

Public Relations Writing

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January - April 2025



WINGS OF CHANGE

Inside Angel City FC's Leadership Shift

Introducing

Angel City FC is redefining its future with internal leadership changes and structural transformations. This episode dives deep into the decisions behind coach Becki Tweed's departure, department restructuring and the founders' vision for long-term sustainability—all while holding onto their cultural core.

Features



A CANDID CONVERSATION WITH:

Julie Uhrman, Founder
Natalie Portman, Founder
Kara Nortman, Founder



LISTEN NOW

angelcity.com/podcast
Spotify | Apple Podcasts |
Google Podcasts



Angel City Football Club



PODCAST

SCRIPT

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025

PODCAST SCRIPT

Estela Anahi Jaramillo

MCO 537



FLIGHT PATH

Podcast



EPISODE 1: *Wings of Change*

Internal leadership and structural changes affecting team direction and culture.



[Intro music – modern, driven, reflective tones]

HOST (voiceover):

Welcome to “Flight Path,” a podcast about growth, grit and the game behind the game. In this episode, we sit down with the founders of Angel City FC for a candid conversation about leadership changes, culture shifts and how the club stays grounded in its mission—even while evolving.

[Music fades out]

JULIE UHRMAN:

Hi, I’m Julie Uhrman, founder of Angel City Football Club.

NATALIE PORTMAN:

Hi, I’m Natalie Portman, founder of Angel City Football Club.

KARA NORTMAN:

Hi, I’m Kara Nortman, founder of Angel City Football Club.

JULIE:

It’s been a big year for us. And when you’re building something like Angel City, there are moments where you pause, reassess and make tough calls. Not because you’re off-track, but because you’re committed to staying aligned with your values.

NATALIE:

Exactly. We never wanted to be just another club. From the start, this was about doing things differently, investing in women, community, equity. But real change is messy. It requires adapting, and yes, sometimes restructuring.

KARA:

I think that’s something a lot of people don’t see. When we launched, we had this incredible momentum, record ticket sales, national attention. But internally, we were still building the foundation. And building culture takes real work.

JULIE:

And sometimes, it means changing leadership. When Becki Tweed stepped down, that was a moment where we said, “Okay, who are we now? What do we need next? Not just for wins, but for longevity?” It’s never easy, but we knew clarity in direction was crucial.

NATALIE:

And we’re still committed to the players first. Their experience, their input... it matters. They’re at the heart of what we do. I remember a conversation with Sarah Gordon where she said, “*We want to win, but we also want to feel rooted.*” That stuck with me.

KARA:

We’ve also been looking hard at our structure behind the scenes. We streamlined some departments, brought in new perspectives, and made decisions based on long-term sustainability. It’s not just about this season. It’s about five, 10 years from now.

[Soft background music fades in – thoughtful piano or ambient underscore]

JULIE:

The truth is, leadership isn’t static. Culture isn’t static. If we want to be pioneers in this space, we have to be willing to evolve. But evolve with intention.

NATALIE:

And we’re listening. To fans, to players, to partners. That’s part of being transparent. We don’t pretend to have it all figured out, but we’re here, showing up, adjusting when needed... and always pushing forward.

KARA:

There’s a reason “Angel City” has meant so much to so many. It’s not just a name—it’s a promise. And we’re still writing that story.

[Outro music swells – steady, uplifting beat with a modern edge]

HOST (voiceover):

This has been “Flight Path,” a conversation from inside Angel City FC. For more stories about the future of sport, culture and community, follow the show. Until next time, stay bold.

[Outro music fades out]

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Angel City Football Club



SOCIAL MEDIA

MINI CAMPAIGN

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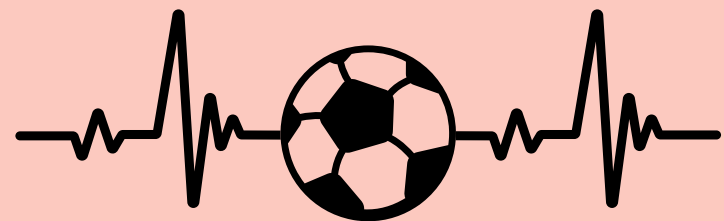


ANGEL CITY FUTBOL CLUB SOCIAL MEDIA MINI CAMPAIGN

ESTELA ANAHI JARAMILLO

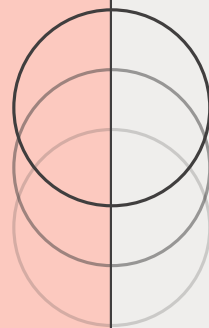
Campaign

The "*LA's Heartbeat*" campaign strengthens fan engagement, boosts matchday excitement and reinforces ACFC's deep connection to Los Angeles.



SOCIAL MEDIA MINI CAMPAIGN





What We Will Do

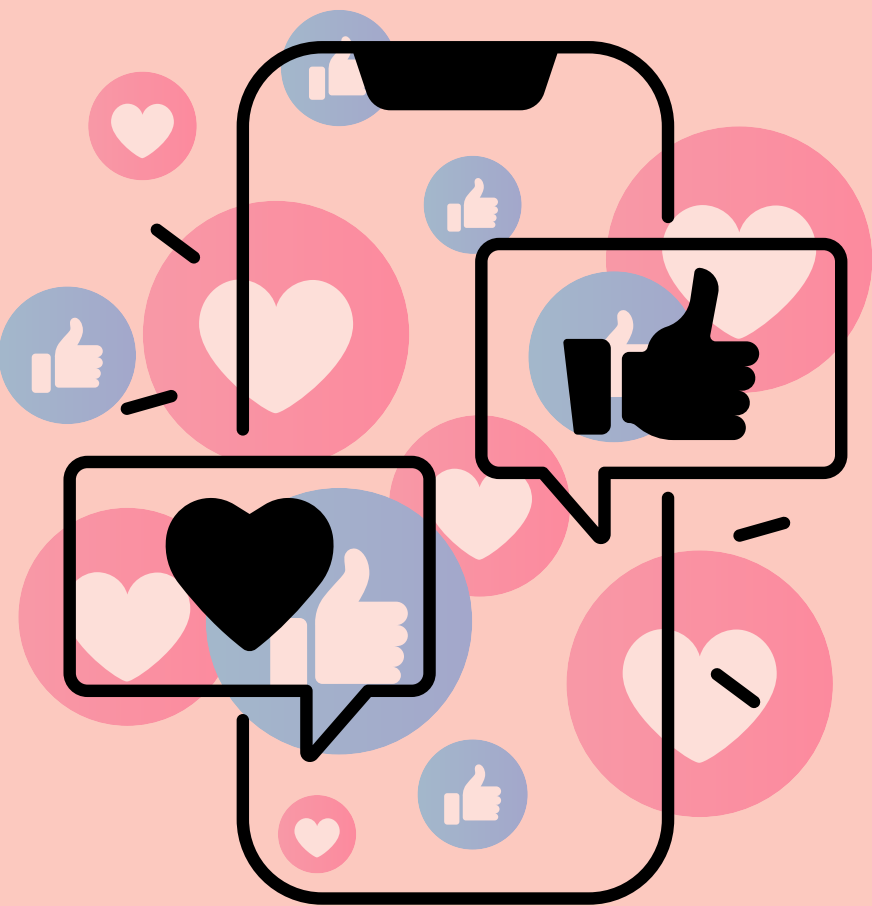
GOAL

Through interactive content, behind-the-scenes access and community-driven storytelling, it boosts ticket sales, expands ACFC’s digital reach and deepens the emotional connection between the club and its supporters.

OBJECTIVES

Objective 1: Encourage interaction through polls, UGC, player Q&As, and behind-the-scenes content.

Objective 2: Drive ticket sales and social media visibility by building anticipation, showcasing ACFC’s electrifying atmosphere, and reinforcing its deep ties to Los Angeles.

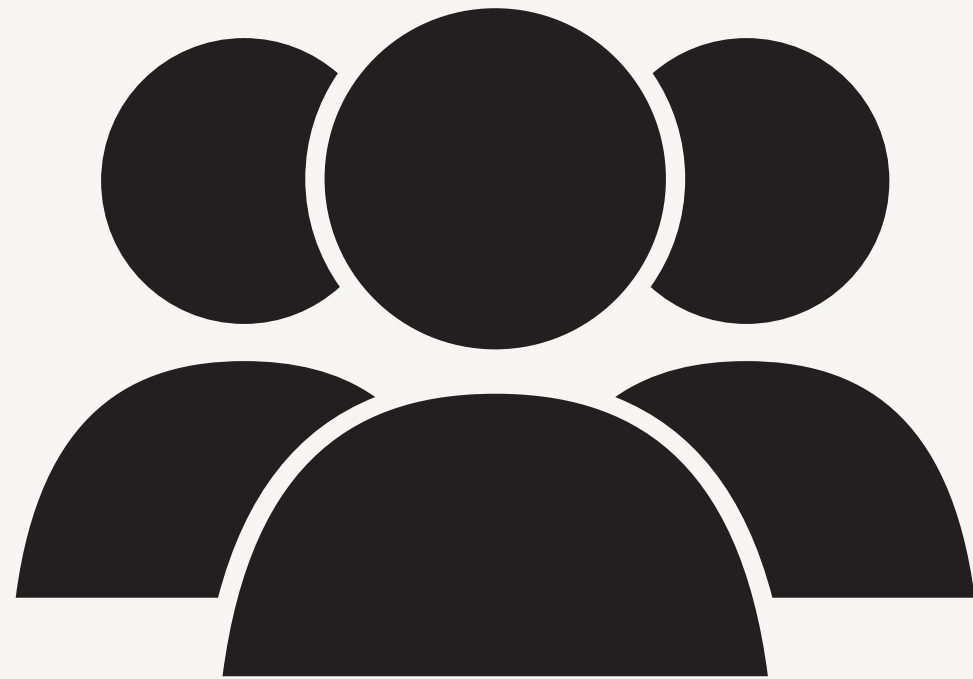




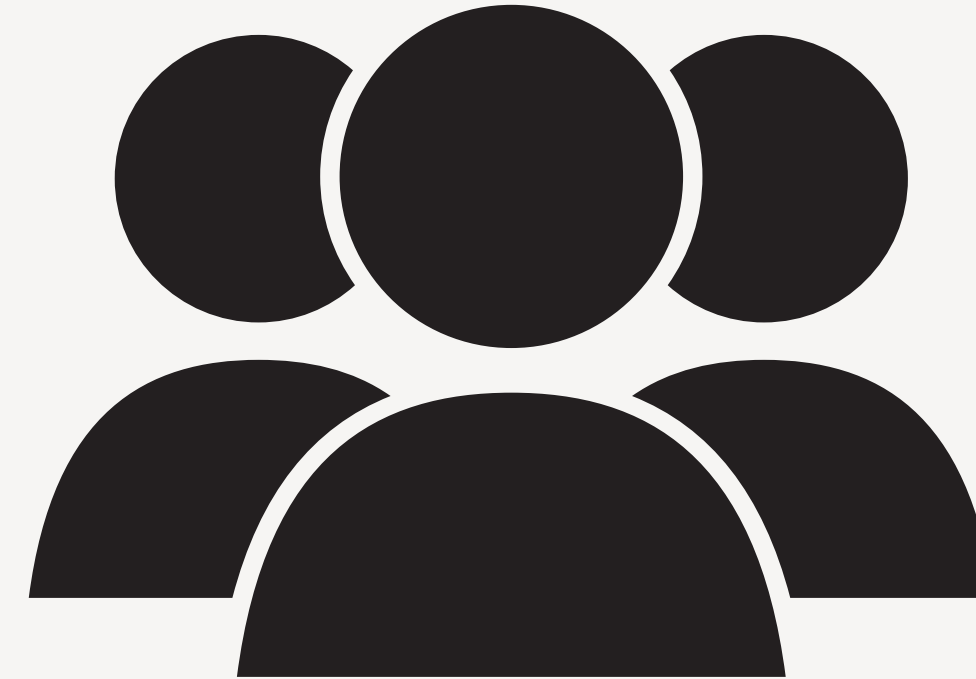
Key Message

"Angel City FC isn't just a team—it's LA's heartbeat. Every fan, every chant, every moment fuels the movement. Join the energy, own the game and be part of something bigger than soccer."

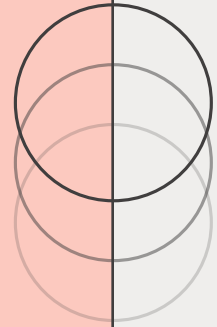
Target Audience



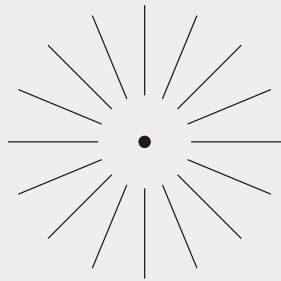
Primary audience:
Gen Z & Millennial Soccer Fans in Los Angeles



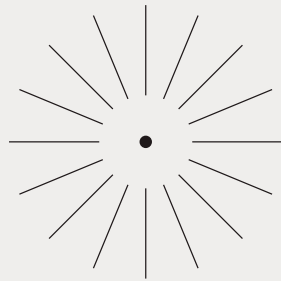
Secondary audience:
Female Soccer Enthusiasts & Supporters
of Women's Sports



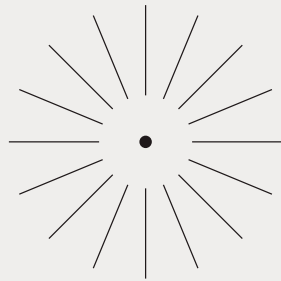
Tactics



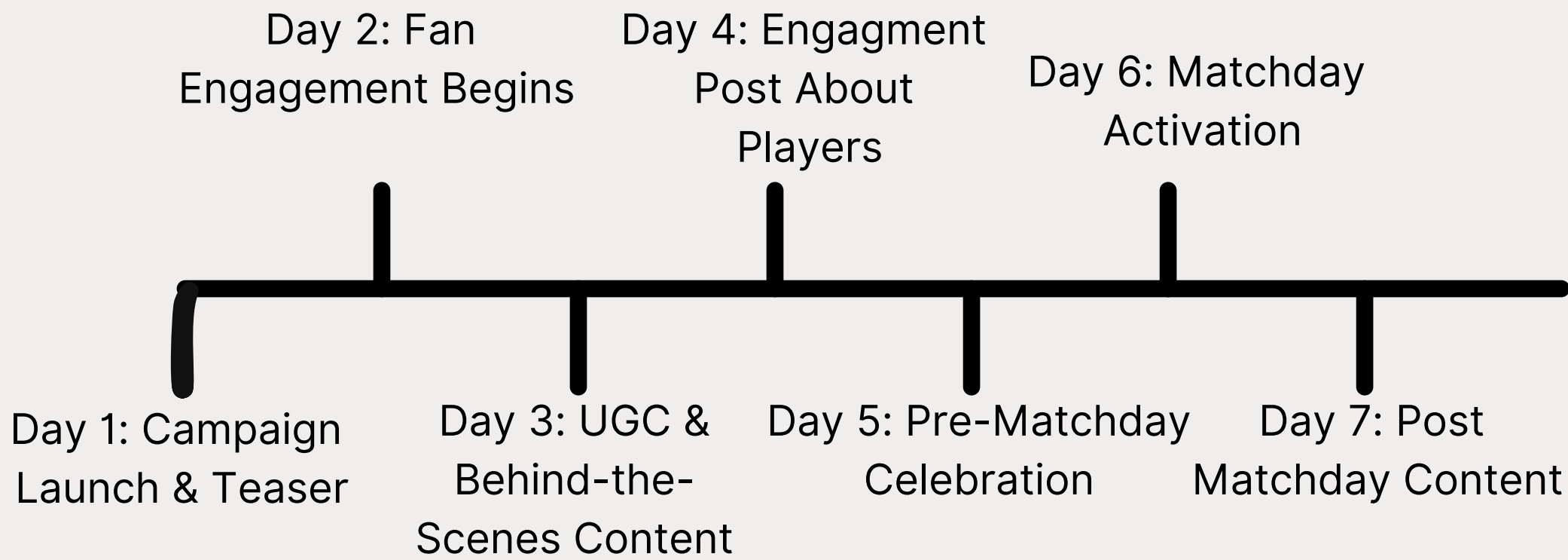
Tactic 1: User-Generated Content (UGC) & Fan Engagement



Tactic 2: Interactive Polls & Challenges



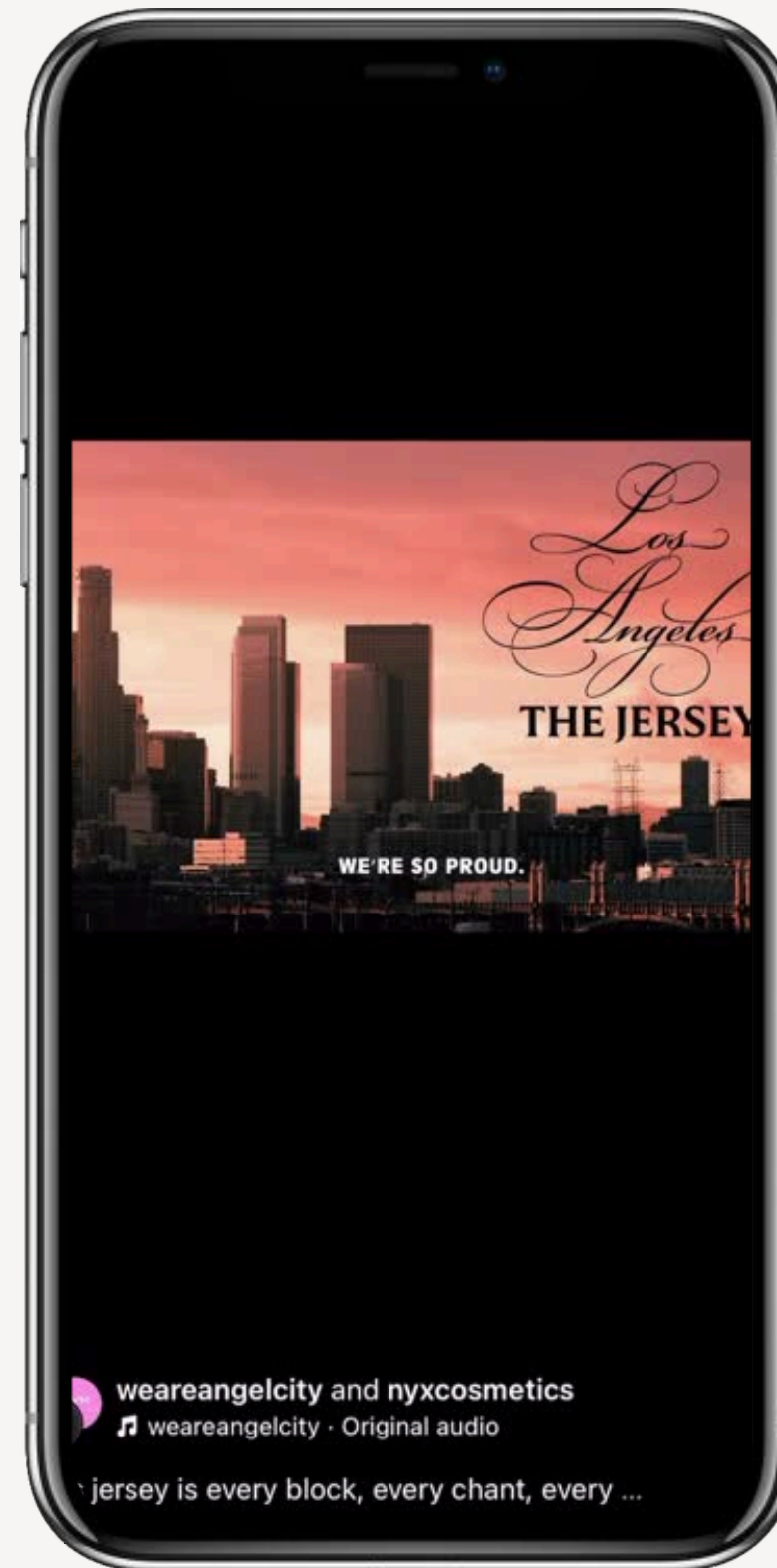
Tactic 3: High-Energy Matchday Content



Day 1

Tuesday, March 11th,
2025

“LA’s Heartbeat”
(Kickoff Video)



Post Type: 30-45 sec Hype Video
(Reel/TikTok/X)

Content:

- Clips of LA cityscapes + ACFC players in action
- Fans chanting, waving scarves, goal celebrations
- Voiceover: "We play for LA. We play for you."

CTA: “Tag who you’re bringing to the match! ”

Hashtags: #LasHeartbeat
#AngelCityFC #WePlayForLA

Day 2

Wednesday, March
12th, 2025

“What ACFC Means to
You” (Fan Stories)



Post Type: IG Story Feature +
Twitter Thread

Content:

- Share 2-3 fan quotes: “Angel City FC made me fall in love with soccer again.”
- Encourage fans to comment why they love ACFC

CTA: “Tell us in the comments: What
does ACFC mean to YOU?”

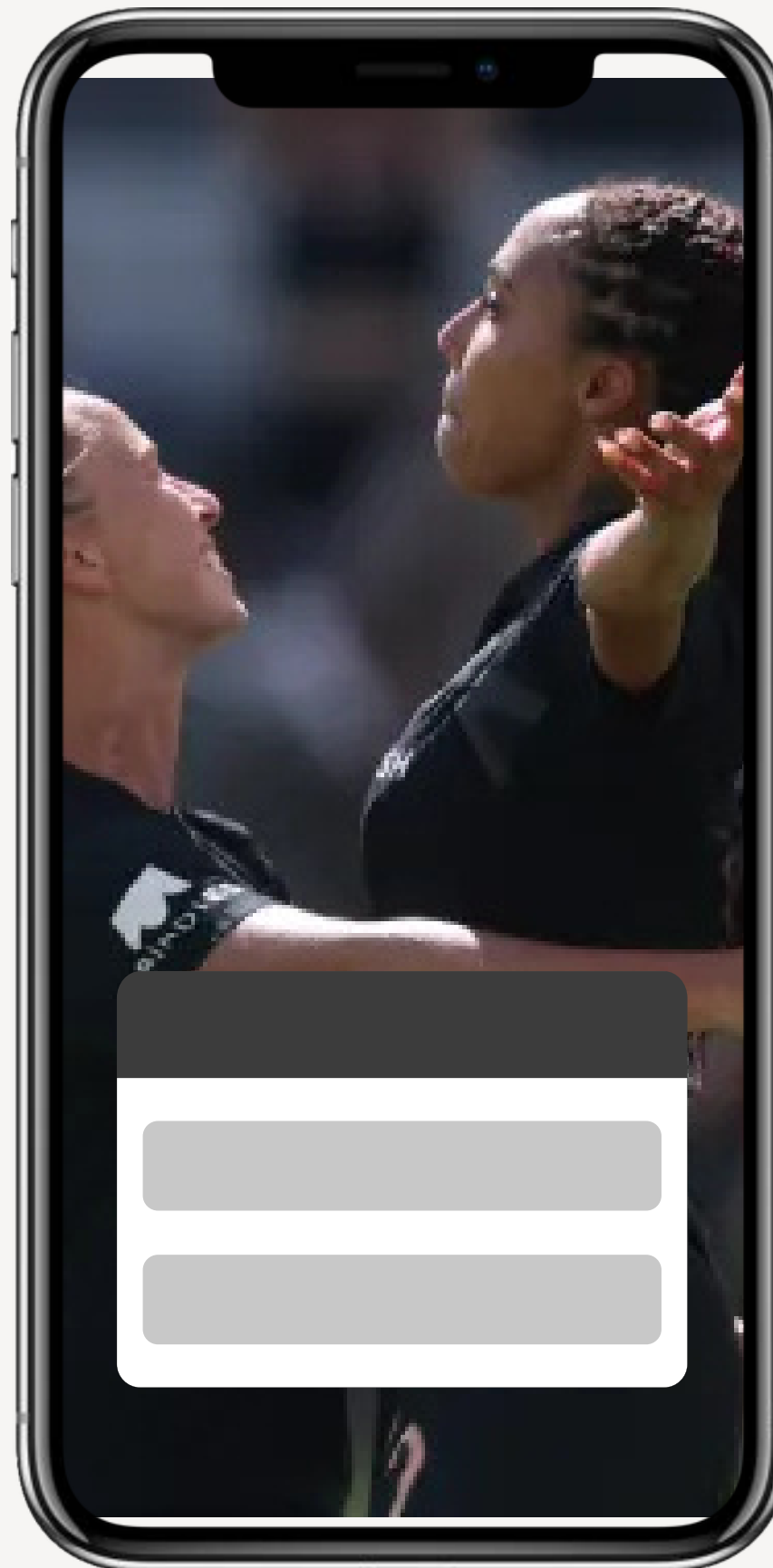
Hashtags: #LasHeartbeat
#AngelCityFamily #ACFCStories



Day 3

Thursday, March 13th,
2025

“Matchday Rituals”
(Interactive Fan Poll)



Post Type: IG Story Poll + X Replies

Content:

- Fans vote on pregame rituals (music, food, lucky outfits)
- Example Polls:
 - "What's your pregame song?" [Options: Beyoncé, Bad Bunny, Drake, Other]
 - "Best place to eat before a match?"
 - "What's your lucky matchday outfit?"

CTA: “Drop your pregame ritual in the comments!”

Hashtags: #LasHeartbeat
#MatchdayVibes #AngelCityRituals

Day 4

Friday, March 14th,
2025

“Player vs. Fan
Challenge”
(Engagement Post)



Post Type: IG Reel + TikTok

Content:

- Video of an ACFC player answering rapid-fire questions
- Example questions:
 - “Messi or Ronaldo?”
 - “Tacos or Burgers?”
 - “Best stadium in NWSL?”

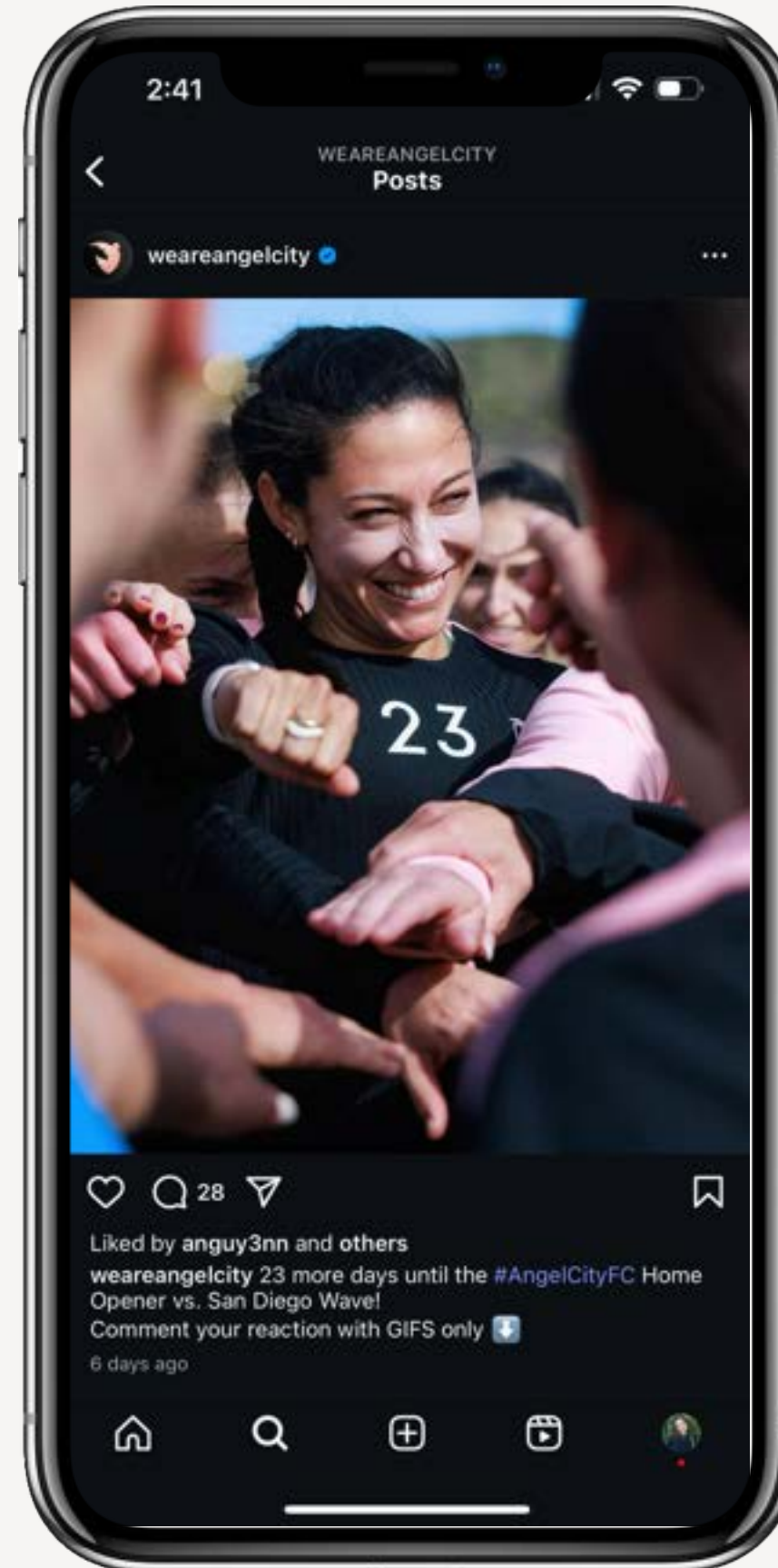
CTA: “Think you’d answer the same?
Comment below!”

Hashtags: #LasHeartbeat
#AngelCityChallenge
#ACFCGameTime

Day 5

Saturday, March 15th,
2025

“We’re Ready” (Hype
Graphic & Countdown
)



Post Type: Twitter/X Graphic +
Instagram Story

Content:

- Countdown to matchday
- Animated text: "24 hours to go. LA, are you ready?"

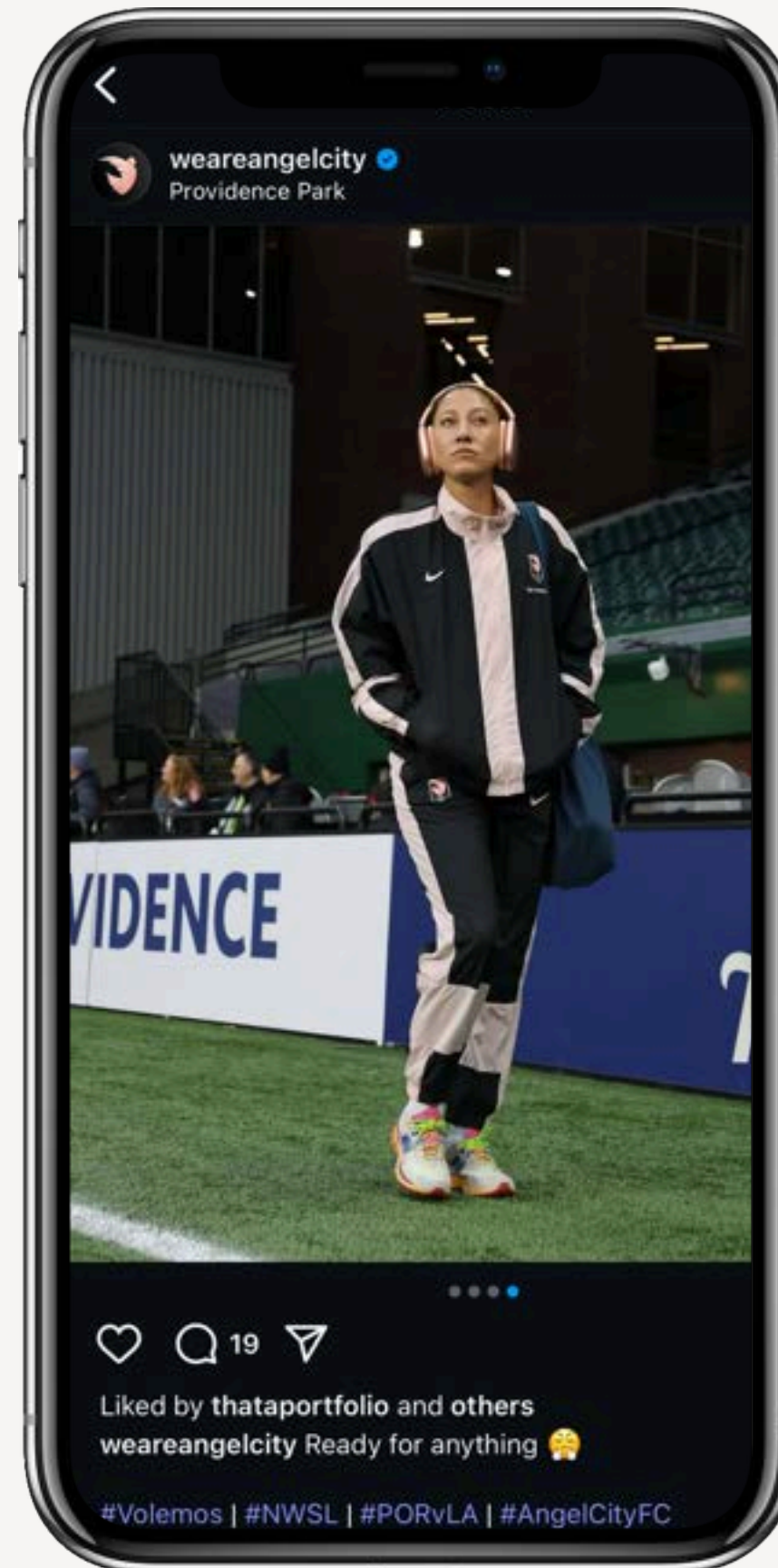
CTA: “Drop a if you’re coming to the
game!”

Hashtags: #LasHeartbeat
#AngelCityMatchday

Day 6

Sunday, March 16th,
2025

“Matchday Madness”
(All-Access Behind-the-
Scenes)



Post Type: IG Story Takeover + X
Live Updates

Content:

- Pre-match locker room clips, warm-ups, & fan arrivals
- Interactive Polls:
 - "Who's scoring first today? "
 - "What's the final score prediction? "

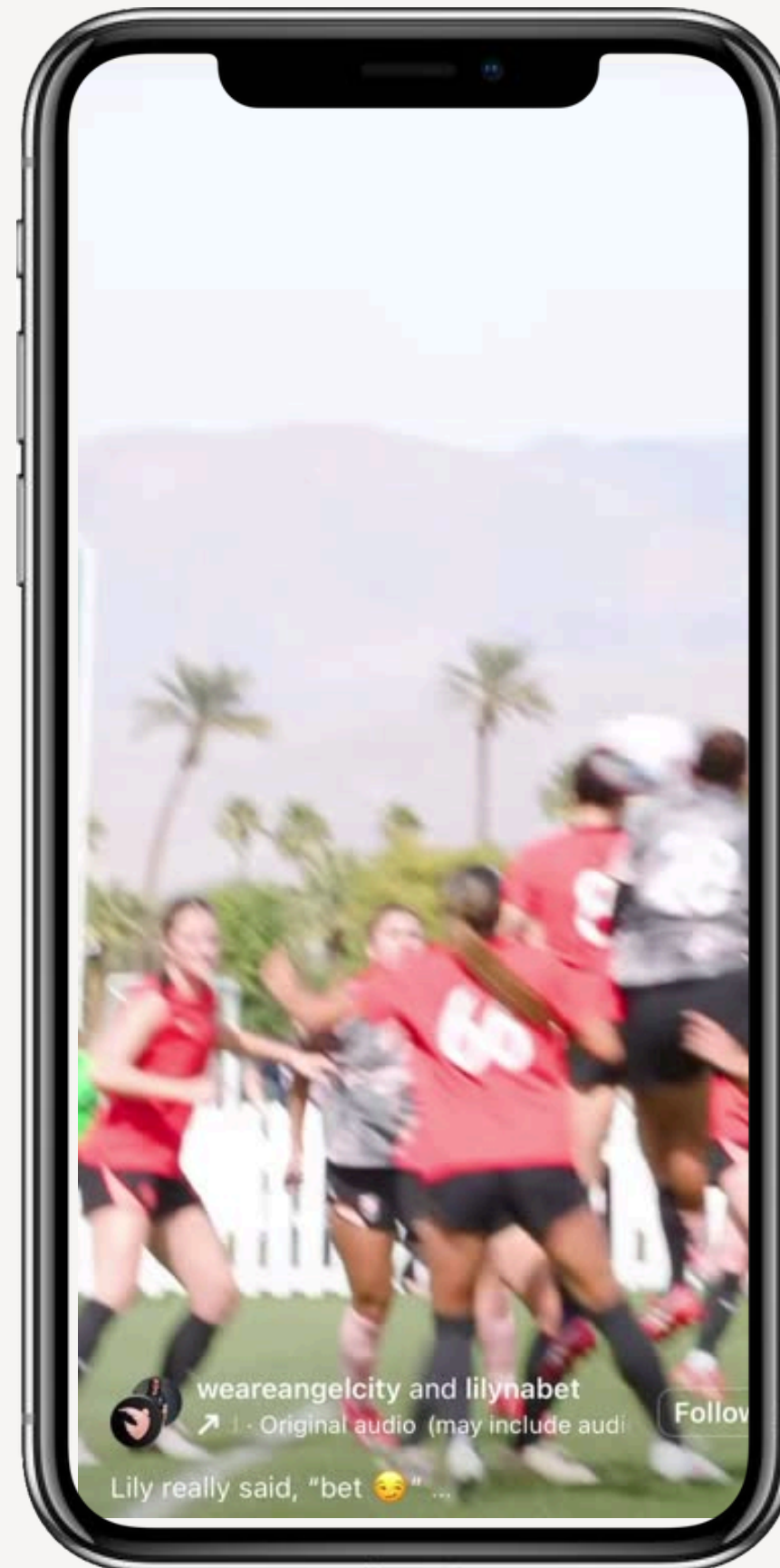
CTA: "Tag us in your matchday photos for a repost!"

Hashtags: #LasHeartbeat
#AngelCityLive #WePlayForLA

Day 7

Monday, March 17th,
2025

“Reliving the Magic”
(Post-Match Recap)



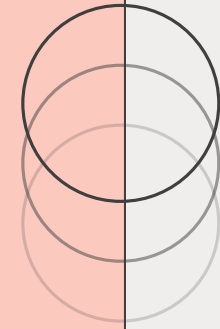
Post Type: IG/Twitter/X Video
Recap

Content:

- Clip of best moments from the match (goals, saves, crowd energy)
- Fan reactions from social media

CTA: “One word to describe tonight?”

Hashtags: #LasHeartbeat
#ACFCWin #Unbreakable



THANKYOU

ESTELA ANAHI JARAMILLO

Angel City Football Club



COMMENTS/ **SCRIPT**

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025



Seattle Office Closure Comments

April 3, 2025

CEO Julie Uhrman:

Good morning, everyone.

I want to acknowledge the concern and uncertainty many of you have felt over the past few months. We've all known that the future of our facilities in Seattle and Austin is in question, and I understand how that weighs on us all. This decision has been difficult, and I want to ensure you hear it from me directly.

Today, I am here to announce that after careful consideration, we've decided to close our Seattle facility and relocate operations to our Miami headquarters. This move is a part of our broader strategy to consolidate our operations and better position ourselves for the future. The decision is based on multiple factors, including cost-efficiency, access to new markets and a growing opportunity to leverage Miami's strategic location as a hub for innovation.

I want to clarify that the Austin facility remains unaffected. Your jobs are safe and we remain fully committed to continuing operations here. I hope this announcement should help to ease your concerns.

While this news brings significant challenges, it also opens up new avenues for us to strengthen our position as a company. We are taking steps now to ensure that the transition is as smooth as possible.

I sincerely appreciate your continued dedication to this organization and each other. Together, we will navigate these changes and emerge stronger from them. Thank you for your commitment, hard work and support during this time of transition.

Angel City Football Club



PSA SCRIPT

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025



Subject: Cover Message to Public Service Director

Dear Traci Park, Los Angeles City Council, District 11,

I'm reaching out on behalf of Angel City Sports, a nonprofit organization based in Los Angeles, committed to providing year-round adaptive sports opportunities for youth, adults and veterans with physical disabilities or visual impairments. Our mission is to promote physical, mental and emotional wellness while building a community where everyone belongs.

We are seeking to air a 30-second audio public service announcement to raise awareness about our flagship event, the 2025 Angel City Games, taking place from June 5 to 7, 2025 in Los Angeles. The PSA is intended to run between May 15 and June 5 and is designed to inspire participation from individuals with disabilities, families and volunteers alike.

By promoting this event, we aim to advance our mission of promoting accessibility, fostering community and celebrating adaptive athletics. We hope your station can help us bring this message to your audience, who we know values diversity, empowerment and community engagement.

Thank you for considering our request.

Sincerely,

Estela Jaramillo
Media Relations Coordinator



30-Second Audio Public Service Announcement Script

[Upbeat instrumental music fades in]

Narrator (enthusiastic tone):

"Get ready to experience the power of adaptive sports at the 2025 Angel City Games! Join us June 5th through 7th in Los Angeles for a weekend filled with inclusive competition, community spirit and unforgettable moments.

Whether you're an athlete with a disability, a volunteer ready to make a difference or a fan cheering from the sidelines, this event is for you.

Come discover new sports, build lifelong friendships and be a part of something truly empowering. Visit AngelCitySports.org to sign up or learn more. That's AngelCitySports.org.

Let's play, compete and celebrate together."

[Music swells and fades out]

Angel City Football Club



BLOG POST

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025

HOW TO BECOME AN ANGEL CITY FC MEMBER AND JOIN THE MOVEMENT



Being a fan is just the beginning. Angel City FC invites you to take the next step and become a member of a growing, values-driven community that is changing the face of sports. Whether you're a die-hard supporter or new to the beautiful game, Angel City's Membership Program connects you directly to the club's heartbeat. From exclusive benefits and community events to early ticket access and behind-the-scenes content, becoming a member is your all-access pass to the Angel City experience.

WHAT IS ANGEL CITY FC MEMBERSHIP?

The ACFC Membership is more than just season tickets—it's a club-wide commitment to fans, filled with perks that amplify your voice and deepen your connection. Members don't just attend matches—they shape the team culture through feedback, special voting opportunities and community impact initiatives.

As a member, you'll receive:

- Early access to home match tickets and playoff priority
- Invitations to members-only events, town halls, and watch parties
- Access to pre-sales for exclusive merchandise and gear
- Monthly newsletters with behind-the-scenes updates
- Opportunities to support ACFC's community give-back programs



Flexible Options for Every Fan

Angel City offers several options to fit your lifestyle and level of commitment. For those who want to be there for every whistle and every goal, full season ticket memberships come with a guaranteed seat at BMO Stadium. Want something more flexible? Partial plans and supporter group memberships allow you to enjoy the perks without committing to every game.

You can also pay on your own schedule. ACFC offers monthly payment plans to spread your investment while securing your seat in the stands.

What sets Angel City FC apart is that membership extends beyond match day. With your support, the club reinvests 10% of its sponsorship dollars into Los Angeles-based community programs, amplifying change across gender equity, education and youth sports.

Membership isn't just about the game—it's about the movement. When you join, you become part of a collective working to reimagine what professional sports can look like: inclusive, empowering and fan-forward.

Ready to be part of the future of football? Learn more and sign up today at angelcity.com/tickets/memberhub.

Your seat is waiting—and so is your voice.

Angel City Football Club



MEMO

Estela Anahi Jaramillo

Public Relations Writing

Walter Cronkite School of Journalism
and Mass Communications

January - April 2025

ANGEL CITY

MEMO



TO : Julie Urhman, CEO
FROM : Estela Anahi Jaramillo,
Strategic Communications

SUBJECT : Monthly Report
DATE : Position on Equal Pay in
Women's Sports

The ongoing disparity in pay between men's and women's professional sports remains a critical issue, directly impacting Angel City Football Club and our mission for gender equity in soccer. Despite increased visibility and success, women athletes receive significantly lower salaries and prize money than their male counterparts. In 2022, the U.S. Women's National Team's efforts to secure equal pay agreements highlight progress, yet systemic barriers persist at the club level.

As a club founded on principles of equity, inclusivity and social impact, Angel City FC firmly supports equal pay for women in professional soccer. We believe that equitable compensation is a moral imperative and essential for the sustainable growth of women's sports. Our organization is committed to closing the wage gap through transparent salary structures, investment in women's soccer and advocacy for industry-wide reform. By aligning with like-minded organizations and leveraging our platform, we aim to drive meaningful change.

To reinforce our commitment, we propose a multi-pronged approach:

1. Partnering with corporate sponsors who prioritize pay equity initiatives.
2. Advocating for league-wide policy changes through collaborations with NWSL leadership.
3. Launching a fan-driven awareness campaign highlighting the economic benefits of investing in women's sports.

By taking these steps, Angel City FC will continue to lead the conversation and set a precedent for fair compensation in professional women's soccer.



Angel City Football Club



INITIAL CRISIS

STATEMENT

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025



Contact:
Public Relations Director
Feb. 25, 2025
11693 San Vicente Blvd
Los Angeles, Calif. 90037

FOR IMMEDIATE RELEASE

Feb. 26, 2025 9 a.m. PT

Angel City FC Initial Statement on Loss of Local Broadcast Viewership

LOS ANGELES — Angel City Football Club values the relationships we’ve built with our media partners and most importantly, our fans. We regret to announce that our partnership with NBC Sports California will end prior to the upcoming season. While this decision was difficult, changes in the media landscape and business considerations have led us to part ways.

We understand how important accessible coverage is for our fans, and we remain committed to ensuring they can continue to engage with Angel City FC. Our team is actively working on alternative broadcasting solutions that will provide an even better viewing experience, whether through streaming options, new partnerships or expanded digital content. We are exploring all possibilities to keep Angel City FC games accessible to as many supporters as possible.

We sincerely appreciate the dedication of our fans and the support of [Local Broadcast Station] throughout our partnership. While this chapter is ending, we see this as an opportunity to innovate and expand how we connect with our community.

We will soon provide updates on where and how to watch Angel City FC matches. Thank you for standing with us as we take this next step together. Your passion and loyalty continue to drive everything we do.

Angel City Football Club



E - BLAST

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025

TO: SUBSCRIBERS
FROM: ANGEL CITY
SUBJECT: BECOME A MEMBER TODAY

YOUR SEAT IS WAITING: JOIN THE ANGEL CITY FC MEMBERSHIP FAMILY TODAY!



Angel City FC is calling on passionate fans and new supporters to join our Membership Program for the 2025 season. More than tickets, this is your all-access pass to the ACFC experience, complete with exclusive benefits, priority access and the opportunity to support community-driven initiatives that make a real impact in Los Angeles. Whether you're ready to claim your full season seat or want to explore a partial plan that fits your schedule, flexible options and payment plans are available now.



EARLY ACCESS TO 2025
HOME MATCH TICKETS
AND PLAYOFF PRIORITY



INVITATIONS TO
MEMBERS-ONLY EVENTS
AND TOWN HALLS



PRESALE
OPPORTUNITIES FOR
EXCLUSIVE ANGEL CITY
MERCHANDISE

Click to **JOIN NOW!**

Angel City Football Club



THANK YOU

Estela Anahi Jaramillo

Public Relations Writing

**Walter Cronkite School of Journalism
and Mass Communications**

January - April 2025