

# FULL COURT PRESS

IN ATHLETIC DREAMS LIE SOCIAL RESPONSIBILITIES.





# INEQUALITY

—whether racial, gender-based or environmental—  
is a Black & White Issue.

We are a global network of sports-loving social activists driven to unite voices around the globe for positive change and we are flipping the script.

**WE ARE THE POWER OF 1 WOMAN,**

**MULTIPLIED BY 2 WOMEN,**

**MULTIPLIED BY A TEAM OF 5,**

**MULTIPLIED BY A WORLD OF OUR TEAMMATES.**

ON AUGUST 18, 1920, THE 19TH AMENDMENT OF THE U.S. CONSTITUTION WAS RATIFIED, GIVING WOMEN THE RIGHT TO VOTE.

**AUG 18, 1920**

**AUG 20, 1920**

TWO DAYS LATER, ON AUGUST 20, 1920, THE NATIONAL FOOTBALL LEAGUE WAS BORN IN CANTON, OHIO.

FIFTY YEARS LATER, IN JUNE 1972, PRESIDENT NIXON SIGNED TITLE IX, GIVING WOMEN THE RIGHT TO PLAY SPORTS.

**JUNE, 1972**

**NOV-DEC, 2016**

NEARLY FIFTY YEARS LATER, DURING THE 2016-2017 SEASON, THE NFL SUSPENDED 24 PLAYERS FOR CANNABIS-RELATED OFFENSES: AND 23 OF THOSE 24 PLAYERS WERE BLACK.

100 YEARS LATER, BEGINNING IN JANUARY 2020, FULL-COURT PRESS WILL FLIP THE SCRIPT.

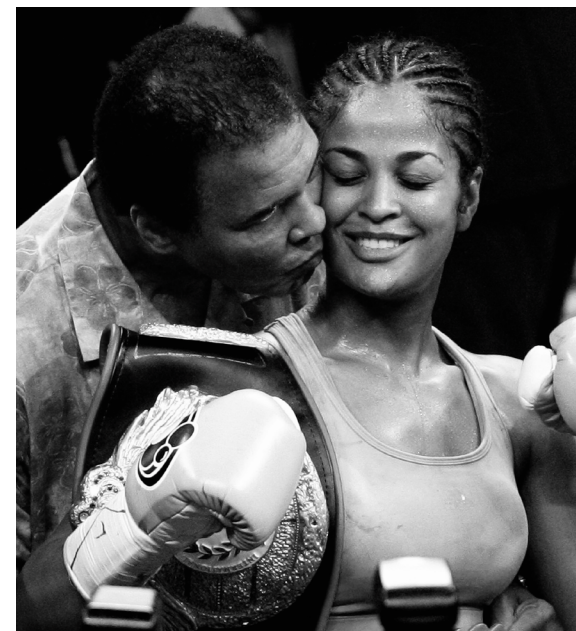
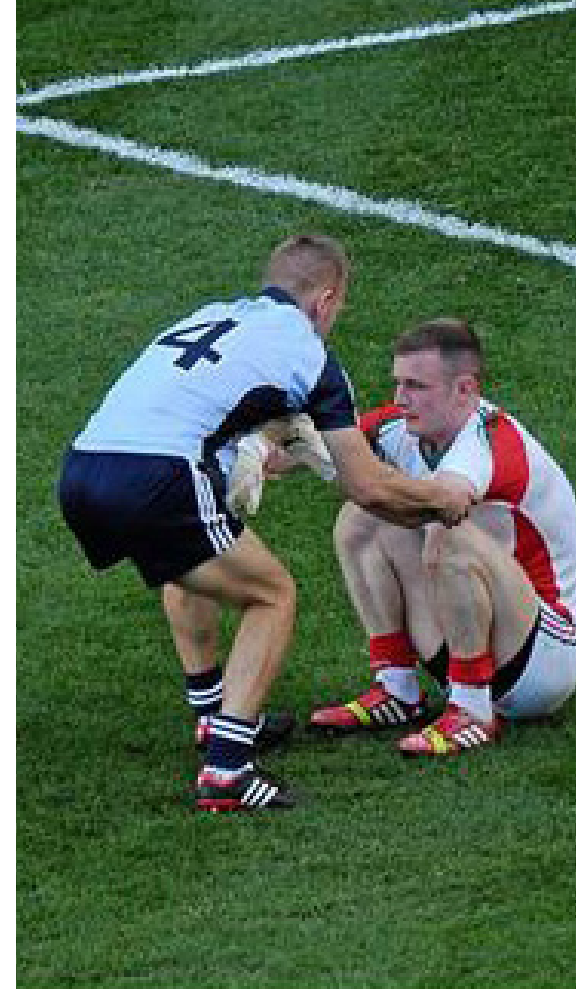
**JAN, 2020**

► **FULL-COURT PRESS**  
IS A NEW ERA OF SPORTSMANSHIP AND ATHLETICISM.

Partnering with leading experts in 21st-Century Sports Science, FULL-COURT PRESS is a weekly newspaper featuring state-of-the-art courses for Athletic Trainers, cutting-edge columns from professional athletes and renowned physicians, and an open forum for discussion generated by elite Author/Athlete/Activist Anna Symonds.

---

**ON THE COVER :** American tennis legend Billie Jean King broke down barriers by pushing for equal prize money for women and becoming one of the first openly gay athletes in professional sports. Over the past 50 years, the advances women have made across the globe would not be possible without WSF, the Women's Sports Foundation, founded by Ms. King in 1974.



# ▶ STATS

---

**WHAT.** Weekly Newspaper built to inspire social activism through physical fitness and to educate athletes wrt living clean on and off the playing field. #ConsumeConsciously

**WHO.** Recurring contributors include world-class sports writers, policy expert Dr. Jeff Konin, and U.S. Rugby Player/CBD Educator Anna Symonds, who will provide cutting-edge columns wrt health & wellness, injury prevention & recovery, and integrating a vast network of physically-fit activists and outdoor enthusiasts.

**WHERE.** International distribution in gyms, courts and fields across the U.S., Canada, the UK, EU and Asia.

**HOW.** From a special issue of FCP X Street Roots, a weekly newspaper by and for Portland's homeless population, to year-round contests and competitions, to slick digital campaigns targeting the Adidas nation, to a First Nation to United Nations Electric Pow Wow, FULL-COURT PRESS will strive to reach our youth from every possible angle—on their turf.

**WHY.** What better army is there—ready, willing and able to take on the most critical challenges of the 21st-century, beginning by taking back their own bodies, games, courts and hometown fields? #OwnYourGamecourts and hometown fields?

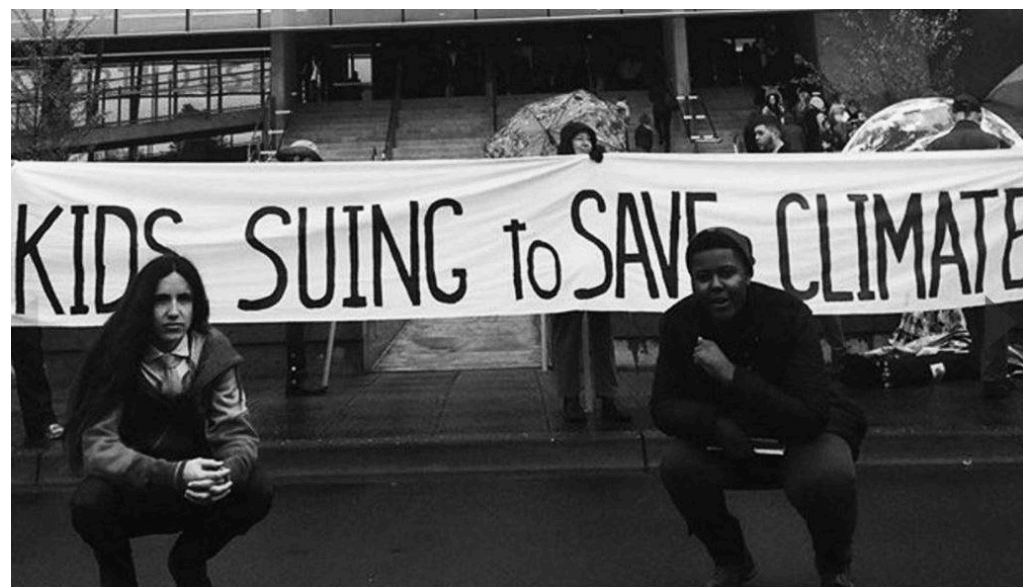


IMAGE COURTESY OF KNOW YOUR RIGHTS CAMP, KNOWYOURRIGHTSCAMP.COM

## DEMOCRACY IS YOUR RESPONSIBILITY.

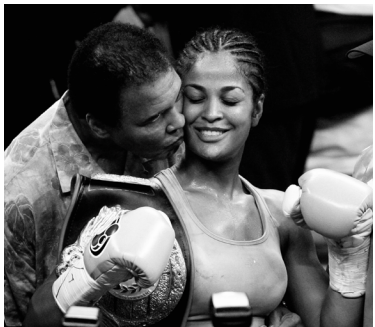
---

# ▶ AROUND THE WORLD



# ► REACH

Our Athletes For Progress Series will tap into the social networks of these influential humans - their followings are in the 10s of Millions.



## FCP'S MEDIA NETWORK INCLUDES:

NEW YORK TIMES MAGAZINE  
WALLPAPER  
TEEN VOGUE  
FASTCOMPANY  
ESPN  
THE ATHLETIC  
VICE SPORTS  
HUFFPO  
USA TODAY  
WSJ STYLE

## PARTNERS & NON-PROFIT AFFILIATES

WOMEN'S SPORTS FOUNDATION,  
DRINK WATER, SOLES4SOULS,  
ATHLETES FOR CARE, PROJECT  
BACKBOARD, POWER PLAYS,  
BURN IT ALL DOWN, KINGSLEY  
OSEI OFFICIAL, KNOW YOUR  
RIGHTS CAMP, GIRLS SCOUTS  
OF AMERICA & BOY SCOUTS  
OF AMERICA, YMCA/YWCA,  
GIRLS CLUBS & BOYS CLUBS,  
OPB RADIO, 90.17 AND KEXP  
RADIO, 107.ORG

# ▶ TEAM

---



## —COURTNEY ELDRIDGE, FOUNDER/DIRECTOR

Founder/Director of Full-Court Press and The One Million Athletes' March, Courtney was born an Iowa Hawkeye and raised a Sailor in Steamboat Springs, Colorado, aka Ski Town, USA, home to more Olympic athletes than any town in the world, winter or summer. An award-winning author, Courtney began her freelance journalism career at the New York Times Magazine in 2000, where her earliest interviews included NBA star Stephon Marbury and Olympian Dara Torres. From 2005 to 2013, she published three books of fiction, including a collaborative young adult novel, and in addition to being a juror for the New York Public Library's esteemed Young Lions Literary Awards, she also served as a Judge for the annual Scholastic Art & Writing Awards from 2011-2014, when she moved from L.A. to Portland, upgrading from Hollywood to Sneaker Town in order to work on a conservation project. The rest is history in the making.



## —DR. JEFF KONIN, SCIENCE ADVISOR

Clinical Professor and Director of the Doctoral Athletic Training Program at Florida International University, Dr. Konin is a leader in the international field of Sports Medicine, having served as an expert consult to medico-legal cases, academic program development, curricular assessment, and clinical practice operations. Author of twenty-five textbooks, Dr. Konin has spoken at professional conferences throughout the U.S., as well as Australia, New Zealand, Italy and Norway.



## —ANNA SYMONDS, ATHLETIC ADVISOR

Anna Symonds is a Portland-based writer, VA-BU-CLF Brain Bank donor, and CBD llama. She runs the cannabis science education program CBD Certified, and competes in the USA Rugby Women's Premier League. As an Ambassador for the nonprofit Athletes for Care, she advocates for cannabis legalization, education, and research. In her free time, she like to vogue.



## —ANNA VALENT, COMMUNITY ADVISOR

A world-ranked distance swimmer, Anna Valent holds degrees in Psychology and Public Relations. During her 10 years with the Jacksonville Chamber, Anna created and implemented "Downtown's New Front Door," a \$3.5-million project for the Make-A-Wish Foundation. In 2009, Anna was named one of the Jacksonville Business Journal's 40 under 40, and in 2018, she was appointed Executive Director of Athletes For CARE.



## —LINDSAY GIBBS, COMMUNICATIONS ADVISOR

Founder of Power Plays! newsletter, Lindsay Gibbs is a freelance sports reporter based in Washington, D.C., co-host of the feminist sports podcast, Burn It All Down, and a contributing writer for The Athletic. She's currently writing a book for Beacon Press about female athlete activism, which examines the ways women in sports are leading the way when it comes to issues such as ≠BlackLivesMatter, ≠EqualPay, and ≠McToo.



**EVERY REVOLUTION NEEDS A SPORTS PAGE.**



# START UP COSTS

ESTIMATED R&D COSTS TO EXECUTE FIRST 8 ISSUES.

PRODUCTION BEGAN WITH FIRST SHOOT AT SLUDGE STUDIO, PDX, ON NOVEMBER 26.

**EDITORIAL** INCLUDES RECURRING COLUMNS, SECONDARY FEES FOR EXISTING CONTENT, COPY EDITING. **7500.**

**DESIGN** R&D + LAYOUT OF ISSUE TEMPLATE. ONSITE PHOTOSHOOT ART DIRECTION, WEBSITE DIRECTION. **15000.**

**PHOTOGRAPHY** FULL DAY RATE + HAIR & MAKEUP ARTIST, ASSISTANT **24500.**

**WEBSITE** DOMAIN FEES, BASIC SITE FOR LAUNCH **7500.**

**VIDEOGRAPHER** B-ROLL VIDEO OF PHOTOSHOOTS, EDIT & PRODUCE VIDEO FOR PROMOTION & WEBSITE **10000.**

**PR** **5000.**

**LEGAL** TRADEMARKS (1500 P/CATEGORY), CONTRACTS + MISC. ADVISING **12500.**

**TRAVEL** FOR PHOTOSHOOTS **7500.**

**ESTIMATED START UP** NOT INCLUDING PRINTING & SHIPPING **89500.**

FCP will be printed on recycled newsprint with environmentally-friendly inks, and shipped to the United States, Canada, EU, UK and Asia.

DETAILED MONTHLY BUDGET WILL BE DETERMINED AFTER 8-WEEK START-UP PERIOD.

# ► QI

**CONSUMERS LEARN ABOUT FCP THROUGH /** International Publishing Networks; Sports Entertainment Networks; Professional Athletes' Networks; Sponsors' & Affiliates' Networks; YMCA/YWCA; Girl Scouts of America and Boy Scouts of America; Boys Club and Girls Club; Kingsley Osei's Portland Public Schools reading tour; Oregon Public Radio; XRAY FM; KEXP and 90.TEEN; Collaborations with Kingsley Osei and Colin Kaepernick's non-profit Know Your Rights (KYR); Collaborations with Burn It All Down.

**SPONSORS/DISTRIBUTORS LEARN ABOUT FCP THROUGH /** FCP's PR net extends from grassroots organizations founded by athletes, like Drink Water, to The LEED-certified penthouse suites of Holland Partners. Above all, Portland is a face-to-face town; a city-town, if you will, so all Sponsors on the FCP/IMA shortlist are neighbors in The Pearl, from Vestas to Whole Foods to 10 Barrel Brewing to W+K. And as neighbors, they will be approached directly, in person.

---

**NO OF. STORES TO CARRY FCP**  
**BY FEB 1 / 50    BY MAR 1 / 250 ALONG THE PNW.**  
**BY APR 1 / 500 ACROSS THE COUNTRY.    BY MAY 1 / 1,000 ACROSS THE WORLD.**

## **PROJECTED DISTRIBUTORS /**

**FOOT LOCKER**

**PATAGONIA STORES**

**TITLE 9**

**POWELL'S**

**THE STRAND**

**USWA STADIUMS**

**ATHLETA**

**VANS STORES**

**TATTERED COVER**

**YWCA/YMCA**

**TOM'S**

**BANDIER**

**LULULEMON**

**MCNALLY JACKSON**

**PUBLIC LIBRARIES**

# ▶ LAUNCH

---

We'll start with a soft launch for the first 8 issues, beginning January 1, and those issues will be dedicated to introducing FCP and the IMA March, as well as all the types of collaborations and contests we'll run throughout the year. So the first 8 weeks, January 1 to March 1, make up our 8-page (32-page) 'Revolution In A Box' guidebook. A free online version will be available for anyone to download, but those 8 issues will be bound in February, and that "guidebook" will be mailed to every official IMA entrant. On March 1, we officially launch Full-Court Press Year 1 with the Athletes for Progress 29-week portrait series. Let the games begin, indeed.

Beginning with its first print issue, Full-Court Press will follow this layout as its in-house template: 1) a dramatic cover image; 2) Page 1 will be dedicated to the theme, "Athlete: Educate Thyself"; 3) Page 2 will be dedicated to the theme, "Athlete: Know Thyself"; and 4) the back cover will feature an advertorial of 8-10 weekly sponsors, all dedicated to the theme, "Athlete: Heal Thyself."



## FIRST 8 ISSUES, TARGET 10 SPONSORS

VAPUR JUNGMAVEN SMARTWOOL BAGGU BIONIC YARN PHARMACA VANS VESTAS PENSOLE ACADEMY WHOLE FOODS



**MEDIA PARTNERSHIP WITH BURN IT ALL DOWN** / Founded by an international team of five seasoned sports writers and leading academics—ThinkProgress, ESPN, Sports Illustrated, New York Times, BuzzFeed—for the past two years, the Burn It All Down podcast has been shining a light on the sexism, racism, xenophobia, inequality and systemic corruption metastasizing in the world of sport today. [BurnItAllDownpod.com](http://BurnItAllDownpod.com)



**EVERY REVOLUTION NEEDS A PODCAST.** / On a Mission to Empower Athletes with Knowledge, the Full-Court Press Reading Series kicks off on International Women's Day with a literary double-header at the world-famous Powell's City of Books:

Fresh off his "Young Kap, Sweet Rosa and Lil' Langston" Portland Public Schools' reading tour, the Bronx-based hip-hop-entrepreneur-turned-1st-grade-teacher Kingsley Osei reads from his illustrated children's books for the Kids Storytelling hour at 11am.

At 1pm, Burn It All Down, the feminist sports podcast you need, promise to bring the heat. Join us for "You've Come A Long Way, Baby: Says Who?" a panel on female athletes, sports and sustainability, from #261 to the Oregon Project.





## “Ask Anna,”

a weekly Full-Court Press column dedicated to subjects like teens, vaping, weed, hormones, contact sports, kinesiology and CBD—WHAT? Stop the presses!

**ANNA SYMONDS’ 52-WEEK STRAIGHT DOPE TOUR BEGINS JANUARY 1, 2020.**



# ► KICKOFF

---

## **JAN/FEB THEME**

A New Era / Black History Month

The first 8 issues of FCP will be an exercise in refinement. We'll introduce our partners; we'll give a peek into Anna Symonds' fashion shoots; we'll launch Dr. Konin's AT column; and we'll take the time to explain FCP's mission in details. Furthermore, these 8 issues will then be collated and bound into the IMA Guidebook to Activism, prior to the Official Launch of Full-Court Press on March 1, 2020.

## **ATHLETE LIST**

Colin Kaepernick  
Marvin Washington  
Laila Ali  
Ibtihaj Muhammad

## **MAR THEME**

Jock The Vote

## **ATHLETE LIST**

Mary Cain  
Billie Jean King  
Kaitlin Jenner  
Aly Raisma

---

## **APR THEME**

Earth Day

## **ATHLETE LIST**

Kathrine Switzer  
Austin Smith &  
Bryan Fox  
Cliff Robinson  
Sean Doolittle

## **MAY THEME**

May Day & Mother's Day Special Issue

## **ATHLETE LIST**

Gabby Reece  
Alysia Montano  
Serena Williams  
San Juanita Moreno

---

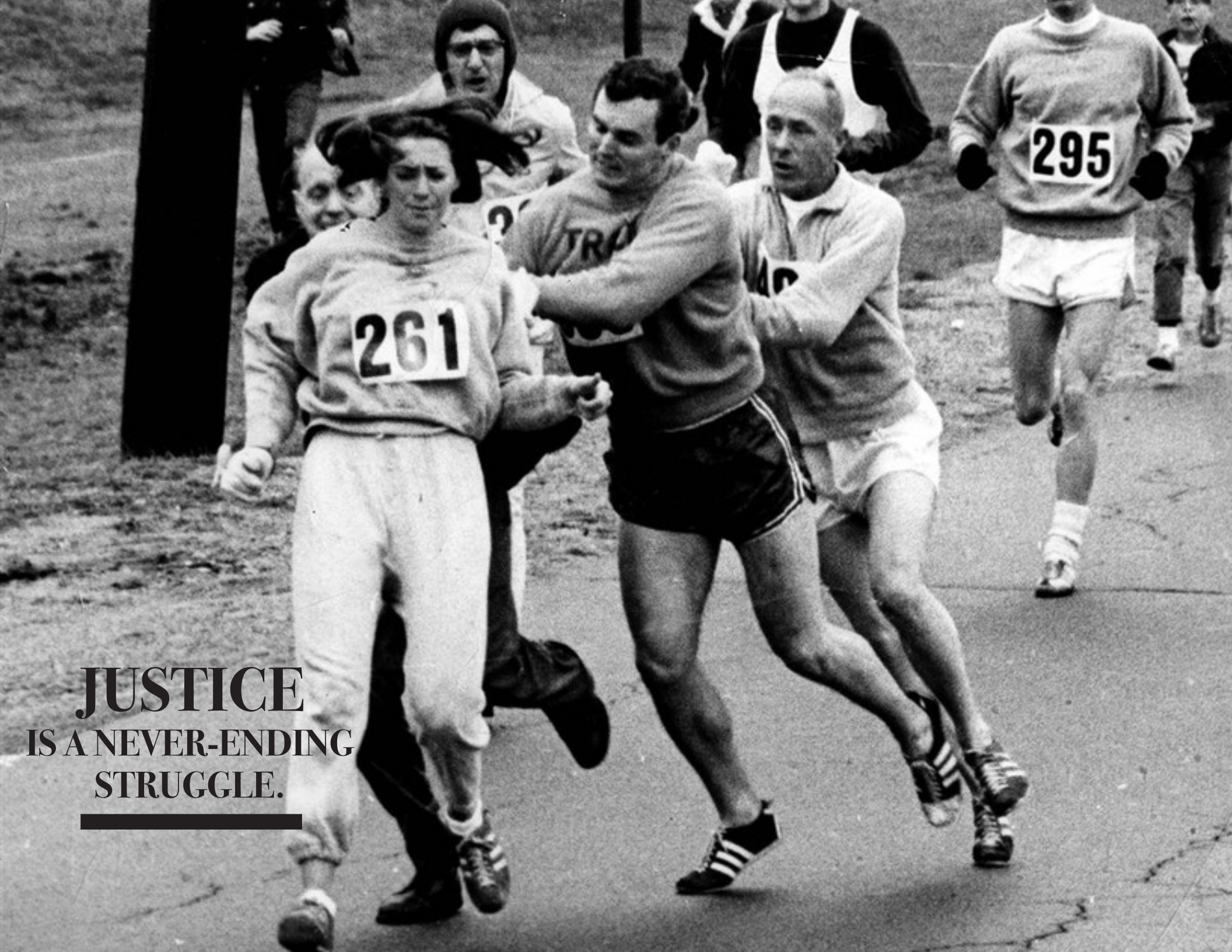
## **JUN THEME**

ADA 30th Anniversary and Gay Pride Special Supplements

## **ATHLETE LIST**

Trish Downing  
Alana Nichols  
Scout Bassett  
Oksana Masters





**JUSTICE**  
**IS A NEVER-ENDING**  
**STRUGGLE.**

---



## ACTIVATION NO. 1 / MARCH 7, 2020

Literally and figuratively exercising our right to vote, The One Million Athletes' March will mobilize the next generation of environmental activists, whether they be 1-year-olds or 101 years young.

Rallying around the motto, "Paying It Forward By Playing It Forward," the One Million Athletes' March Portland will literally and figuratively set the pace for all other IMA marches and youth activism around the world.

Looking ahead, as a yearly activation, IMA will set annual goals. And by March 1, 2021, by International Women's Day 2021, our goal is to flip the script on the 23/24 stat by coordinating a 24-hour march around the world, led by the captains of every 2019 FIFA Women's World Cup team. Because when women play sports, we change the world for good. #WeakBecomeHeroes



**WHO.** Who needs a FlashMob when you can inspire a YouthQuake—kids don't need headgear to tackle the most critical issues of our times. Like the long-term effects of CTE, for example. The next Greatest Generation is here, Generation Green New Deal, and we need them more than ever. #GenGND

**WHAT.** January 2020, and four—that's 1, 2, 3, and 4—four World Cup Championships later, it's high time for a paradigm shift from a Just Do It culture to a Just Own It society in which every athlete is a shareholder. #AllForEqual.

**WHERE.** Beginning at 5:00 sharp, 1MA Marchers will follow a 3-mile course from The Pearl to MODA Center, observing 1 minute of silence for The Fallen Athlete at 7:29, before Blazer's tipoff at 7:30, and then circle back for an exclusive concert. #MarchforYourRighttoParty

**WHY.** What better army is there, ready, willing and able to tackle the most critical challenges of the 21st-century, beginning by taking back their own bodies, games, courts and hometown fields?

**HOW.** The 1MA March is all about putting active youth in youth activism, and to that end, any child in the world can join us simply by getting outside and playing their favorite game with a full heart. HOW DO WE MARCH? WE PLAY BALL!  
#RedefiningEPIC



# YOUNG ATHLETES FOOT SOLDIERS OF A NEW REVOLUTION.

---

# UNITY IS RADICAL.

Nearly fifty years  
after the 19th Amendment of the U.S.  
Constitution was ratified, giving women the  
right to vote, the NFL suspended 24 players  
for cannabis-related offenses:

**23 OF THOSE 24 PLAYERS  
WERE BLACK.**

100 years later,  
beginning in January 2020,  
**FULL-COURT PRESS**  
will flip the script.

**JOIN US.**

23



24

# FULL COURT PRESS

IN ATHLETIC DREAMS LIE SOCIAL RESPONSIBILITIES.

