

Sports Career Consulting
Sports & Entertainment Marketing Curriculum

UNIT 11 EXAM – Answer Key

True/False

Indicate whether the following sentences or statements are true or false.

- T** 1. Any news or media outlet is a potential source of sports and entertainment information.
- T** 2. Many athletes and entertainers have used their “celebrity status” to make a positive impact on issues important to them
- F** 3. The main purpose for press kits and press releases is to keep the press/media away from your organization as much as possible.
- F** 4. The goal of a community relations effort is to avoid any general issues related to enhancing public understanding and gaining public approval.
- F** 5. Publicity can always be controlled by an organization.
- F** 6. Featuring sports and entertainment news related items has proven to be virtually ineffective for media organizations.
- F** 7. SID is a sports organization’s (most often a college) Special Information Director.
- T** 8. Entertainment and athlete foundations can help individual athletes and entertainers shed negative images.
- F** 9. Organizations tend to avoid using sports and entertainment communications as a recruiting tool.
- T** 10. Companies can generate goodwill in a number of ways, including through an affiliation with a particular sport, team, league or event.
- F** 11. Crisis management does not focus on a public relations strategy to recover any damage to public image.
- T** 12. Many corporations are beginning to view public relations as one all-encompassing arena that includes promotion and sponsorship.
- T** 13. The presence of negative publicity historically results in a decline in ticket sales.
- F** 14. Community relations efforts do not include speaking engagements and appearances.
- T** 15. The publicity plan’s goal is to monitor and gauge community response to each organizational outreach effort.

- F** 16. Sales of team, player, or celebrity related merchandise typically increases in the wake of negative publicity.
- T** 17. Publicity stunts can serve as an effective vehicle in generating public "buzz" surrounding an organization or athlete/entertainer.
- F** 18. Press releases need not be particularly creative or informative as the media almost always reports the information regardless.
- T** 19. The terms "press release" and "news release" are interchangeable.
- T** 20. The "greening" of sports and entertainment is an example of a hot button social issue.

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- D.** 1. Which of the following could be a source of sports and entertainment information?
 - a. MTV
 - b. ESPN
 - c. CNN
 - d. All of the above
- D.** 2. Which of the following functions is responsible for generating publicity?
 - a. Community relations
 - b. Public relations
 - c. Media relations
 - d. All of the above
- A.** 3. When a movie is reviewed on a television show, that particular motion picture is gaining _____.

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|--------------|----------------------|
| a. Publicity | b. Promotion |
| c. Reviews | d. None of the above |
- C.** 4. What is one of the three ways that community relations are typically implemented within an organization?

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|---------------------------------|----------------|
| a. Reactive | b. Proactive |
| c. Player / celebrity initiated | d. Interactive |
- B.** 5. What are the three approaches to media relations?
 - a. Pre, Live, Post
 - b. Reactive, Proactive, Interactive
 - c. Reactive, Active, Inactive
 - d. Prior, Current, Past

- D.** 6. Publicity affects many critical components of the sports and entertainment business model, including _____.
a. Fan relations b. Ticket sales
c. Community relations d. All of the above
- C.** 7. How many primary functions exist in sports and entertainment communications?
a. Four b. Five
c. Six d. Seven
- B.** 8. Sneak previews to the press prior to product release, selection of a company spokesperson, and launching a media blitz are all components of _____.
a. The publicity mix b. A publicity plan
c. Media relations d. All of the above
- A.** 9. _____ generally imply that the organization has a newsworthy announcement featuring information of significant importance.
a. Press conferences b. Press kits
c. Media announcements d. None of the above
- D.** 10. _____ must be clear and to the point and should feature a catchy title.
a. Press kits
b. Press releases
c. News releases
d. B and C above
- D.** 11. To communicate an organization's publicity goals internally, company employees must _____.
a. Be informed
b. Be involved
c. Be aware and contributing
d. All of the above
- A.** 12. The _____ refers to the constant media coverage of newsworthy events taking place, as well as the reactions and interpretations of those events by other sources.
a. Magnifying glass effect b. Media scrutiny
c. Consumer scrutiny d. None of the above
- D.** 13. Every press release must include the _____.
a. Contact information b. Headline
c. Pitch d. All of the above
- D.** 14. Information an organization distributes via press releases could include _____.
a. Announcement of an on-sale date for individual game tickets
b. Announcement of a team's key free agent acquisition
c. Highlights of a new blockbuster film to be released
d. All of the above
- A.** 15. Many organizations now create an electronic version of the media kit because it allows for _____.
a. Distribution to more outlets b. Access to the general public
c. More expensive communication d. B and C above

Matching

Match each item with the correct corresponding definition below.

- | | | | | | |
|----|-----------------------------------|----|------------------|----|-----------------|
| a. | Press Kit | b. | Press Release | c. | Publicity Stunt |
| d. | Crisis Management | e. | Goodwill | f. | Foundation |
| g. | Community Relations | h. | Public Relations | i. | Publicity |
| j. | Sports Information Director (SID) | | | | |

- D.** 1. A coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event.
- E.** 2. A general willingness to work with a person or organization based on a positive reputation or relationship.
- G.** 3. Activities that focus on an individual or organization's commitment to bettering their respective community.
- B.** 4. A prewritten story about an organization or athlete/entertainer that is disseminated to various media.
- H.** 5. Activities that promote the image and communications an organization has with its employees, customers and public.
- I.** 6. Public information about a company/team, good, or service appearing in the mass media as a news item at no cost to the organization.
- A.** 7. A package of information distributed to the media to assist them in reporting.
- F.** 8. An association established by an organization, athlete or celebrity to maintain, assist, or finance other institutions or programs that are of an educational, charitable, or social nature.
- J.** 9. An individual responsible for all communications relating to the organization.
- C.** 10. Specific events or activities that are activated with the sole purpose of achieving a high level of media coverage and public awareness.

Short Answer

1. List the five ways community relations programs are implemented.

Community relations programs are implemented in one of five ways:

- ❖ Player or celebrity initiated
- ❖ Team or organization initiated
- ❖ League or governing body initiated
- ❖ Community initiated
- ❖ Brand initiated

2. Briefly explain why a media organization would choose to cover sports and entertainment news items.

Featuring sports and entertainment news related items has proven to be profitable for media organizations as it increases circulation, boosts ratings and amplifies number of listeners.

3. Identify five potential components included in a publicity plan.

A publicity plan could include press releases, press kits, interviews, photographs, speeches/appearances at conferences, seminars and conventions, online chats and forums, community involvement on a number of levels, local, regional and national talk shows or similar programming and press conferences.

4. List five possible elements to be included in a press kit.

A press kit could include general athlete/entertainer/organization/event background information, fact sheets, biographies, photographs, statistical information, contact information, current press releases, related press clippings, historical chronologies, organizational newsletters, testimonials from key personnel or recommendations for feature stories.

5. Identify the three approaches to media relations.

The three approaches to media relations are reactive, proactive and interactive.

Essay

1. Name and describe each of the functions of sports and entertainment communications.

There are six functions of communications in sports and entertainment. Those functions are to inform and communicate, shape organization image, to recruit, to introduce new products or innovations, to generate and collect feedback and crisis management.

Inform and communicate refers to an organization's efforts to communicate information to consumers, which includes gathering, presenting and distributing information about the organization or product/service.

Shaping and enhancing organization image could include any work with "cause" programs and is important to all facets of sports and entertainment marketing, including corporations, teams, leagues and individuals. The underlying goal of this function is to generate organizational goodwill.

Communications are also important to colleges and Universities as a recruiting tool for recruiting student athletes. Professional teams also must recruit potential draft choices and free agents. Communities also use communications as a tool to recruit new sports franchises, events or entertainment.

The introduction of new products/services or innovations is an integral piece of the communications puzzle. Effective communications allow an organization to build new product awareness and interest as well as strategically position a new product.

Generating and collecting feedback is an important function of communications for any business. It determines the acceptance levels and effectiveness of organizational policies and gathers specific consumer.

Crisis management refers to a coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event.

2. Write a press/media release for an event that will be taking place at your school or within your community. Be sure to use the correct format for a press release, and that it contains all the components of a good press/media release.

Make sure the correct format for a press release is used and that all elements of a good press release are present.