

Sports & Entertainment Marketing

Student Note Taking Guide, 2020-21 School Year

Unit 11 Student Notes Guide: Sports & Entertainment Communications

OVERVIEW

The topics covered in unit eleven introduce the various components of sports and entertainment communications including publicity, public relations, community relations and media relations. A key concept discussed is a growing industry trend; the integration of publicity with the sponsorship component of the sports and entertainment business model, as well as aligning publicity plans with promotional and sales efforts. Unit eleven also examines the various methods organizations employ to effectively communicate information about their products and services with customers, media and fans.

OBJECTIVES

- 1) Explain why sports and entertainment communications are important
 - 2) Define publicity
 - 3) Differentiate between publicity, public relations, media relations and community relations
 - 4) Identify the three approaches to media relations
 - 5) Describe the three ways community relations programs are implemented
 - 6) Name the six functions of sports and entertainment communications
 - 7) Explain how publicity impacts other areas of sports and entertainment business
 - 8) Create a press release with all its essential elements
 - 9) Recognize the types of information typically included in press kits
 - 10) Understand some of the social issues that impact the business of sports and entertainment
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LESSONS

- Lesson 11.1** Sports & Entertainment Communications
Lesson 11.2 Publicity
Lesson 11.3 Functions of Sports & Entertainment Communications
Lesson 11.4 Integrating Publicity
Lesson 11.5 The Publicity Plan
Lesson 11.6 Press Releases
Lesson 11.7 Press Kits
Lesson 11.8 Social Issues
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KEY TERMS

Community Relations
Goodwill
Public Relations

Ethics
Media Relations
Publicity

Foundation
Press Release
Publicity Stunt

Lesson 11.1

Sports & Entertainment Communications

Sports and entertainment information

What does it provide?

Could include:

Sources of sports and entertainment information

1. Where do consumers turn for sports and entertainment information?
2. What type of information is accessible through the media?

Role of sports and entertainment communications in SEM

1. The role of a communications staff employed by a sports or entertainment organization is to
2. Communications staff plays an integral role in

Who is SID?

- 1.
2. SID can present his/her self in many forms, including
3. SID is responsible for

Publicity plays an even more crucial role to a sports and entertainment organization's success in the age of the Internet

1. Why?
2. How else has technology and the Internet shifted trends in the entertainment business climate?
3. How does the instant accessibility provided by social media applications like Twitter effect sports and entertainment communications professionals?

Lesson 11.2

Publicity

Define **publicity**

In sports and entertainment communications, publicity is generated and defined by three primary components...what are they?

- 1.
- 2.
- 3.

Publicity is essentially a _____ of those three components

Organizations use publicity as a vehicle to increase _____

Disadvantages of publicity:

- 1.
- 2.

Define **public relations**

Also referred to as:

Define **media relations**

The goal of media relations is:

What is the “magnifying glass effect” of media coverage?

How does featuring sports and entertainment news related items increase the probability of profitability for media organizations?

- 1.
- 2.
- 3.

A media blitz is a term used to reference:

A perception exists that the media has a tendency to seek out and report stories with _____ implicating sports and entertainment organizations, celebrities and athletes

Many factors influence the frequency of this journalistic trend, including:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Three approaches to media relations

1. _____

Define:

2. _____

Define:

3. _____

Define:

Define **community relations**

The goal of a community relations effort is:

Community relations are typically implemented one of five ways:

- 1.
- 2.
- 3.
- 4.
- 5.

Define **foundation**

Many athletes and celebrities have used their “celebrity status” to do what?

Celebrity foundations can help individual athletes and entertainers by:

Many high profile athletes and celebrities have formed _____ or take an active role in supporting or leading foundation-related activities

Lesson 11.3

Functions of Sports and Entertainment Communications

Follow the outline from your textbook to describe the six primary functions of sports and entertainment communications in the spaces below.

A. What are the six primary functions of sports and entertainment communications?

1.

a.

b.

c.

2.

a.

b.

c.

d. Define **goodwill**

3.

a.

b.

c.

4.

a.

b.

5.

- a.
- b. Gather specific consumer data
 - 1.
 - 2.
 - 3.

6.

- a.
- b. Proactive crisis management strategies
 - 1.
 - 2.
- c. Crisis management often includes a strong focus on _____
to recover any damage to public image and assure consumers that recovery is
underway
- d. According to Joe Favorito, sports media expert and author of the book *Sports
Publicity*, the key to effective crisis management is what?

Lesson 11.4

Integrating Publicity

Many corporations (including those outside of the sports and entertainment industry) are beginning to view public relations as one all-encompassing arena that includes

- 1.
- 2.
- 3.
- 4.

Sports and entertainment organizations follow the same trend and integrate

_____ to that mix

Effectively integrating _____ within an organization's marketing strategy positions the rest of the organization for success

Publicity affects many other critical components of the sports and entertainment business model, including:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

It is critical that an organization communicate _____ as well as communicating messages _____

- 1.
- 2.
- 3.
- 4.
- 5.

Lesson 11.5

The Publicity Plan

The goal of a publicity plan is to:

Community relations efforts could include:

- 1.
- 2.
- 3.
- 4.

It is critical to recognize how consumers perceive _____

Key strategies that should be included in any comprehensive publicity plan include:

- 1.
- 2.

Popular sports and entertainment publicity plan strategies:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Common components of a publicity plan:

- 1.
- 2.
- 3.
- 4.

- 5.
- 6.
- 7.
- 8.
- 9.

Press conferences take place when:

Utilizing resources

Organizations make an effort to use all the resources they have available to them

- 1.
- 2.
- 3.
- 4.

Define **publicity stunts**

_____ can serve as an effective vehicle in generating public “buzz” surrounding an organization or athlete/entertainer

When spontaneous, publicity stunts pose a _____ and could yield undesired results

Lesson 11.6

Press Releases

Define **press release**

Press releases are often referred to as _____ or _____ releases

Press releases must be _____ and _____

Every press release must address several specific pieces of information, including:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Press releases must be creative and informative or the organization runs the risk of

What will an effective catch release have?

How long should a press release be?

Three categories of press releases define when information is disseminated

1. Pre
 - a. Occurs when?
2.
 - a. Occurs when?
3.
 - a. Occurs when?

What is an example of information an organization may distribute via a press release?

Lesson 11.7

Press Kits

Define **press kit**

What might an organization include in a press kit?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Each piece included in the press kit should include _____, as press kit material often becomes separated

Many organizations now create an electronic version of the media kit. Why?

- 1.
- 2.
- 3.

Frequently, organizations will send _____.

Lesson 11.8

Social Issues in Sports & Entertainment

Define **social issues**

Define **ethics**

Words often associated with ethical behavior could include:

Most sports and entertainment organizations feel they have an obligation to operate their business from an _____

What are some examples of hot button social issues?

- 1.
- 2.
- 3.

ADDITIONAL NOTES

