

Name \_\_\_\_\_

Date \_\_\_\_\_ Class Period \_\_\_\_\_

*Sports & Entertainment Marketing Curriculum***UNIT 11 EXAM****True/False***Indicate whether the following sentences or statements are true or false.*

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

- \_\_\_\_\_ 16. Sales of team, player, or celebrity related merchandise typically increases in the wake of negative publicity.
- \_\_\_\_\_ 17. Publicity stunts can serve as an effective vehicle in generating public “buzz” surrounding an organization or athlete/entertainer.
- \_\_\_\_\_ 18. Press releases need not be particularly creative or informative as the media almost always reports the information regardless.
- \_\_\_\_\_ 19. The terms “press release” and “news release” are interchangeable.
- \_\_\_\_\_ 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.*

- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 3. When a movie is reviewed on a television show, that particular motion picture is gaining \_\_\_\_\_:
- a. Publicity
  - b. Promotion
  - c. Reviews
  - d. None of the above
- \_\_\_\_\_ 4. What is one of the five ways that community relations are typically implemented within an organization?
- a. Reactive
  - b. Proactive
  - c. Player / celebrity initiated
  - d. Interactive
- \_\_\_\_\_ 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
- \_\_\_\_\_ 6. Publicity affects many critical components of the sports and entertainment business model, including \_\_\_\_\_.
- a. Fan relations
  - b. Public relations
  - c. Community relations
  - d. Ticket sales

- \_\_\_\_\_ 7. How many primary functions exist in sports and entertainment communications?
- a. Four
  - b. Five
  - c. Six
  - d. Seven
- \_\_\_\_\_ 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. A PR strategy
  - b. A publicity plan
  - c. Media relations
  - d. All of the above
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 13. Every press release must include the \_\_\_\_\_.
- a. Contact information
  - b. Headline
  - c. Pitch
  - d. All of the above
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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) |    |                  |    |                 |

- \_\_\_\_\_ 1. A coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event.
- \_\_\_\_\_ 2. A general willingness to work with a person or organization based on a positive reputation or relationship.
- \_\_\_\_\_ 3. Activities that focus on an individual or organization's commitment to bettering their respective community.
- \_\_\_\_\_ 4. A prewritten story about an organization or athlete/entertainer that is disseminated to various media.
- \_\_\_\_\_ 5. Activities that promote the image and communications an organization has with its employees, customers and public.
- \_\_\_\_\_ 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.
- \_\_\_\_\_ 7. A package of information distributed to the media to assist them in reporting.
- \_\_\_\_\_ 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.
- \_\_\_\_\_ 9. An individual responsible for all communications relating to the organization.
- \_\_\_\_\_ 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.
2. Briefly explain why a media organization would choose to cover sports and entertainment news items.
3. Identify five potential components included in a publicity plan.
4. List five possible elements to be included in a press kit.
5. Identify the three approaches to media relations.

### **Essay**

1. Name and describe each of the functions of sports and entertainment communications.
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. (Use a separate piece of paper and use a press release format)