**Name:**

**Class Period**: \_\_\_\_\_\_\_\_\_

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| **Sports Career Consulting: NFL “MyCleats MyCause” – Publicity Activity Rubric** |
| **In this activity, you will:**   * Describe the concept of publicity * Discuss the impact of social issues in society within the sports and entertainment industry * Explain the purpose of goodwill * Design your own cleats to support a cause |

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| **Unit Eleven Key Concept** | **Point Value** | **Points Awarded** | **Requirement / Assessment** |
| 1. Publicity    1. Define publicity    2. Explain where publicity comes from    3. Describe how publicity impacts a sports team, organization, brand or athlete/entertainer | 10 |  | * What is publicity? * How is publicity generated? * How do organizations and/or athletes & entertainers benefit from publicity? * Is “all publicity good publicity”? Why or why not? |
| 1. Goodwill 2. Define goodwill 3. Explain the purpose of goodwill | 10 |  | * What is goodwill? * How do sports teams, athletes, entertainers and brands generate goodwill? * What is the purpose of goodwill? |
| 1. Community Relations    1. Define community relations    2. Explain why community relations initiatives are important to sports teams. | 10 |  | * What is the concept of community relations? * Why do sports teams engage in community relations initiatives? |
| 1. Social Issues    1. Identify one example of social issues that impact the business of sports and entertainment | 10 |  | * What is an example of social issues in sports and entertainment? * Should athletes and entertainers, sports teams & brands publicly address these issues? |
| 1. Activity & Presentation | 60 |  | PPT presentation, demonstration of understanding of key concepts, development of custom pair of cleats for a cause, explanation of which NFL player will wear the cleats and why, how your cleats will benefit your cause |
| **PROJECT TOTAL SCORE** | 100 |  |  |