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| Logo  Description automatically generated |  | publicity  Publicity Activity #1 |

# Graphical user interface, diagram, application Description automatically generatedIdentifying “newsworthy” events

Your Sports Business Program’s Publicity team is responsible for communicating key information about your event to all stakeholders, including participants, sponsors, and spectators.

In addition, your team should find ways to generate “buzz” surrounding your event.   
  
**Part 1: In the space below, describe what you think makes something “newsworthy” and why publicity is important to your event.**

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**Part 2: In the space below, list five things about your event that could be considered “newsworthy.”**

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**Part 3: In the space below, list three ways you could communicate this information about your event to your stakeholders (you will learn more about this in the next activity).**

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3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_