



SPORTS BUSINESS PROGRAM STUDENT ACTIVITY GUIDE: PUBLICITY



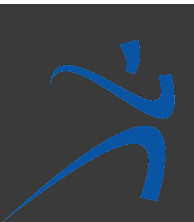
STUDENT ACTIVITIES GUIDE: SBP PUBLICITY

ACTIVITIES GUIDE

PUBLICITY TEAM

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PUBLICITY

Publicity Activity #1



IDENTIFYING “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.

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

1) _____

2) _____

3) _____

4) _____

5) _____

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).

1) _____

2) _____

3) _____



PUBLICITY

Publicity Activity #2



COMMUNICATION TOOLS

Now that you have identified stories that will help to generate buzz surrounding your event, your publicity team is responsible for getting that information out to stakeholders (participants, sponsors, and spectators).

Event management professionals rely on a variety of tools to communicate information, including:

- Social media
- Press release
- Press conference
- Media kit
- Advertising
- Media appearances
- Public appearances
- Digital marketing (e-mail, websites, YouTube)

In this activity, you will describe each platform and identify any potential advantages and disadvantages.

Describe the communications platforms below, listing any potential advantages and disadvantages to each.

What is Social Media? _____

Social media *advantages*: _____

Social media *disadvantages*: _____

What is a press release? _____

Press release *advantages*: _____

Press release *disadvantages*: _____

What is a press conference? _____

Press conference *advantages*: _____

Press conference *disadvantages*: _____

What is a media kit? _____

Media kit *advantages*: _____

Media kit *disadvantages*: _____

What is advertising? _____

Advertising *advantages*: _____

Advertising *disadvantages*: _____

What is a media appearance? _____

Media appearance *advantages*: _____

Media appearance *disadvantages*: _____

What is a public appearance? _____

Public appearance *advantages*: _____

Public appearance *disadvantages*: _____

What is digital marketing? _____

Digital marketing *advantages*: _____

Digital marketing *disadvantages*: _____



PUBLICITY

Publicity Activity #3



PROGRAM COMMUNICATIONS

Now that you have identified stories that will help to generate buzz surrounding your event, your publicity team is responsible for getting that information out to stakeholders (participants, sponsors, and spectators).

Event management professionals rely on a variety of tools to communicate information, including:

- Social media
- Press release
- Press conference
- Media kit
- Advertising
- Media appearances
- Public appearances
- Digital marketing

In this activity, you will consider each of the communication tools above and identify specific examples of how each could be used to get key information about your event to your stakeholders.

In the space below, list specific examples of how each communications tool could be used to promote your event.

Social Media: _____

Press Release: _____

Press Conference: _____

Media Kit: _____

Advertising: _____

Media Appearance: _____

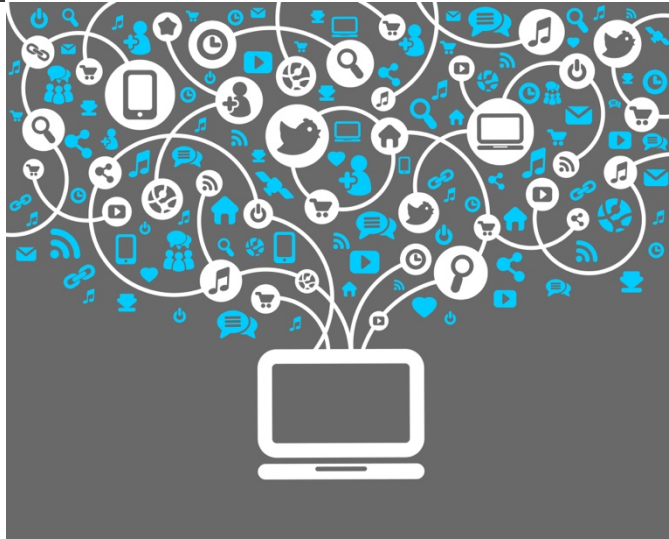
Public Appearance: _____

Digital Marketing: _____



PUBLICITY

Publicity Activity #4



GETTING THE WORD OUT

Now that you have identified stories that will help to generate buzz surrounding your event, your publicity team is responsible for getting that information out to stakeholders (participants, sponsors, and spectators).

Event management professionals rely on a variety of tools to communicate information, including:

- Social media
- Press release
- Press conference
- Media kit
- Advertising
- Media appearances
- Public appearances
- Digital marketing

In this activity, review the information from the previous two worksheets. Evaluate which communications platform will be most effective in helping you to reach your event's stakeholders. Next, review the examples you listed of how those communications tools apply specifically to your event. Based on this information, develop your communications strategy.

Communications Platform: _____

How we will utilize this platform to communicate information about our event:

Communications Platform: _____

How we will utilize this platform to communicate information about our event:

Communications Platform: _____

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Communications Platform: _____

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Communications Platform: _____

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Communications Platform: _____

How we will utilize this platform to communicate information about our event:

Communications Platform: _____

How we will utilize this platform to communicate information about our event:



PUBLICITY

Publicity Activity #5



PRESS RELEASE

A press release is a short, compelling news brief written by a publicity team and sent to media or through social media that could help to attract attention to your event.

For your releases to be effective, you will want to include a creative headline that will immediately capture the reader's attention. Be sure to include who, what, where, when, why and how along with any important contact information so people know who to contact for more information about your event. You may also want to direct readers to social media platforms or digital marketing channels.

Review the two sample press releases below to help guide you. In this activity, you will create two press releases for each of the “newsworthy” items you identified in the first activity. One release is something that can easily be printed or e-mailed, the second release is something you can share on all your social media platforms.



North High School Falcons
1 Main Street ♦ Portland, OR 55555
North High School – Athletics Marketing
Telephone: 800.800.8888



******* PRESS RELEASE *******

FOR IMMEDIATE RELEASE

August X, 20XX

**NORTH HIGH SCHOOL LAUNCHES INNOVATIVE NEW SPORTS,
EVENTS & ENTERTAINMENT COMPANY**

In an unprecedented approach to education, North High School announced today the formation of a sports, events and entertainment business to be managed and operated out of Mr. Smith's business education classroom. Students will assume various roles and later create a special event that they will market and promote throughout the community. The program, called Falcon Sports & Entertainment Ventures, will also focus on marketing school sports and events.

Students will be responsible for the development and management of a year long marketing campaign which will include a branding effort, sponsorship opportunities and strategies to boost attendance at Falcon Sports & Entertainment Ventures' related events. The group has already announced plans to host a celebrity bowling event sometime in November to raise money for school athletics and the school's FBLA program.

Said Mr. Smith, "We are delighted to introduce such a unique education program for our students. A program like this that can serve as an educational tool, a fundraising mechanism and a medium for rallying the community is something we are all extremely excited about."

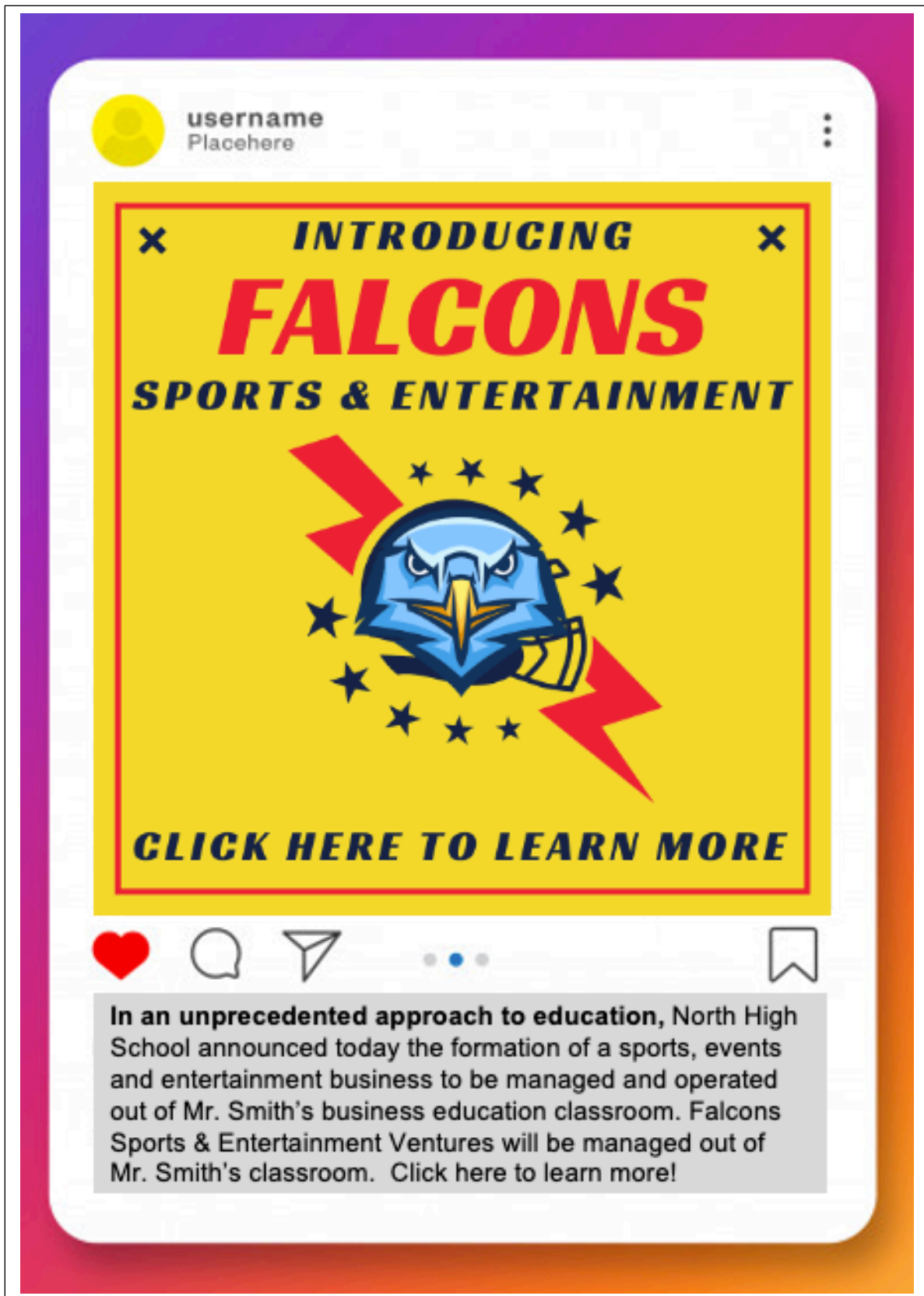
CONTACT:

Mr. Jim Smith
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North High School
Telephone: 800.800.8888
1 Main Street
Portland, Oregon 55555

FOLLOW US ON SOCIAL:

Snapchat: @FalconsS&E
Instagram: @FalconsS&E
YouTube: @FalconsS&E
Twitter: @FalconsS&E
TikTok: @FalconsS&E
Facebook: @FalconsS&E

+++ FALCONS SPORTS & ENTERTAINMENT VENTURES +++





PUBLICITY

Publicity Activity #6



PRESS CONFERENCE

A press (news) conference involves the presentation of event related information to the media. In a press conference, your publicity team determines precisely what information will be presented, the manner in which it is presented, and who presents it. This provides your group with control over how the message is conveyed to the public.

Press conferences afford your Sports Business Program the opportunity to get your story on TV, radio or in the newspaper. A press conference could provide an excellent platform for launching your Sports Business Program and communicating your goals to the community and/or provide valuable publicity for an upcoming event.

When hosting a press conference, an organization will typically:

- (1) Determine where to host the conference and at what time
- (2) Contact the media with the details
- (3) Determine the information you want to communicate through the media
- (4) Develop your presentation
- (5) Deliver presentation
- (6) Prepare responses for potential reporters' questions

In the space provided below (use additional paper if necessary), sketch out the details for a press conference. When you feel like your group is prepared, host a mock press conference in class to help you practice for a live event.

[illegible]



PUBLICITY

Publicity Activity #6



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[illegible]



PUBLICITY

Publicity Activity #7



PRESS KIT

Press kits are important as they provide much information regarding an organization or event to media in a variety of ways.

Your press kit could include any combination of the following information (but not limited to):

- Athlete, organization or event background
- Fact sheets
- Biographies
- Photographs
- Statistical information
- Contact information
- Current press releases
- Related press clippings
- Relevant newsletters
- Testimonials from key personnel
- Sponsor information
- Suggestions for interesting stories relating to your event

Be sure to include contact information and your program or event social media feeds on each item within your press kit.

In the space provided below and additional paper if need be, determine what specific pieces of information you will include in your press kit.

[illegible]