

STUDENT ACTIVITIES GUIDE: SBP PUBLICITY

**Sports business program student activity guide: publicity**

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Description automatically generatedGraphical user interface, diagram, application

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ACTIVITIES GUIDE  
PUBLICITY TEAM

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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. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Logo  Description automatically generated |  | publicity  Publicity Activity #2 |

# A picture containing toy Description automatically generatedCOMMUNICATION 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?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Social media *advantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Social media *disadvantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What is a press release?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Press release *advantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Press release *disadvantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What is a press conference?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Press conference *advantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Press conference *disadvantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What is a media kit?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Media kit *advantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Media kit *disadvantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What is advertising?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Advertising *advantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Advertising *disadvantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What is a media appearance?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Media appearance *advantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Media appearance *disadvantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What is a public appearance?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Public appearance *advantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Public appearance *disadvantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**What is digital marketing?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Digital marketing *advantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Digital marketing *disadvantage*s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Logo  Description automatically generated |  | publicity  Publicity Activity #3 |

# A close-up of a magnifying glass Description automatically generatedPROGRAM 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:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Press Release:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Press Conference:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Media Kit:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Advertising:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Media Appearance:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Public Appearance:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Digital Marketing:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Logo  Description automatically generated |  | publicity  Publicity Activity #4 |

# Diagram Description automatically generated with medium confidenceGETTING 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:**   
  
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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How we will utilize this platform to communicate information about our event:**   
  
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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Communications Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**How we will utilize this platform to communicate information about our event:**   
  
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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:**   
  
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| Logo  Description automatically generated |  | publicity  Publicity Activity #5 |

# Text Description automatically generatedPRESS 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.

Text, letter

Description automatically generated

Logo, company name

Description automatically generated

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| Logo  Description automatically generated |  | publicity  Publicity Activity #6 |

# A picture containing text, toy Description automatically generatedPRESS 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.

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| Logo  Description automatically generated |  | publicity  Publicity Activity #6 |

# A picture containing text, toy Description automatically generatedPRESS CONFERENCE

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| Logo  Description automatically generated |  | publicity  Publicity Activity #7 |

# Diagram, schematic Description automatically generatedPRESS 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.**

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