



UNIT 11 EXAM

NAME: _____

CLASS PERIOD: _____

DATE: _____

UNIT 11: SPORTS & ENTERTAINMENT COMMUNICATION

TRUE/FALSE (20 questions)

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. Athletes never use 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. One benefit to publicity is that it can be controlled by an organization.
- _____ 6. Clickbait refers to headlines or other content, typically online or posted on social media, whose goal is to attract consumer attention in a way that leads visitors to click on a particular web page.
- _____ 7. Negative publicity can always be prevented by sports and entertainment organizations as long as they have a really good PR 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, including through an affiliation with a particular sport, team, league or event.
- _____ 11. Development of a sound crisis management strategy is only important after an event that creates negative publicity occurs.
- _____ 12. Some of the most common sources of negative publicity are the result of controversial behavior from athletes and celebrities, or the actions of a sports team, league or other organization that frustrate fans.
- _____ 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.

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TRUE/FALSE, cont.

- _____ 15. For the average fan who has to save enough money to afford to buy a jersey or tickets to a game, seeing athletes earning millions might rub some fans the wrong way.
- _____ 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 do not need a headline that grabs the reader’s attention because the media will always report the information regardless.
- _____ 19. The terms “press release” and “news release” are interchangeable.
- _____ 20. Social justice initiatives in sports and entertainment represents an example of a current social issue.

MULTIPLE CHOICE (15 questions)

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. Snapchat
b. ESPN
c. Wall Street Journal
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 gets a score on Rotten Tomatoes, that film is gaining _____.
a. Publicity
b. Promotion
c. Reviews
d. None of the above
- _____ 4. What is one way that community relations initiatives are typically implemented?
a. Reactive
b. Proactive
c. League 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



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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. |



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SHORT ANSWER (5 questions)

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.

UNIT 11: SPORTS & ENTERTAINMENT COMMUNICATION**ESSAY (1 of 2)**

1. Name and describe each of the functions of sports and entertainment communications.

UNIT 11: SPORTS & ENTERTAINMENT COMMUNICATION**ESSAY (2 of 2)**

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.