

# Student Notes Guide

## Unit 11: Sports & Entertainment Communication

### OVERVIEW

The topics covered in unit eleven introduce the various components of sports and entertainment communications including publicity, public relations, community relations and media relations. A key concept discussed is the integration of publicity with the sponsorship component of the sports and entertainment business model, as well as aligning publicity plans with promotional and sales efforts. Unit eleven also examines the various methods organizations employ to effectively communicate information about their products and services with customers, media and fans.

### OBJECTIVES

1. Explain why sports and entertainment communications are important
2. Define publicity
3. Differentiate between publicity, public relations, media relations and community relations
4. Identify the three approaches to media relations
5. Describe the different ways community relations programs are implemented
6. Name the six functions of sports and entertainment communications
7. Explain how publicity impacts other areas of sports and entertainment business
8. Create a press release with all its essential elements
9. Recognize the types of information typically included in press kits
10. Understand some of the social issues that impact the business of sports and entertainment

### KEY TERMS

*Clickbait*  
*Community Relations*  
*Crisis Management*  
*Ethics*  
*Foundation*  
*Goodwill*  
*Media Blitz*  
*Media Relations*  
*Press Conference*  
*Press Kit*  
*Press Release*  
*Public Relations*  
*Publicity*  
*Publicity Plan*  
*Publicity Stunt*  
*Social Issues*  
*Sportswashing*

### LESSONS

- [LESSON 11.1](#) [Sports & Entertainment Communications](#)  
[LESSON 11.2](#) [Publicity](#)  
[LESSON 11.3](#) [Functions of Sports & Entertainment Communications](#)  
[LESSON 11.4](#) [Integrating Publicity](#)  
[LESSON 11.5](#) [Generating Publicity](#)  
[LESSON 11.6](#) [Social Issues in Sports & Entertainment](#)

## LESSON 11.1

# Sports & Entertainment Communications

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What is the role of communications in sports and entertainment?

What are three sources of sports and entertainment information?

- 1.
- 2.
- 3.

**True or false:** Musicians today can build a career entirely over the Internet using a web site, YouTube, TikTok, social media, and an effective marketing strategy.

While social media can be a valuable communications tool, the instant accessibility provided by various social channels can pose challenges for sports and entertainment communications professionals. Why?

How do athletes and entertainers benefit from social media from a communications perspective?

What risks might be associated with social media for athletes and entertainers?

## LESSON 11.2

# Sports & Entertainment Communications

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Define **publicity**:

In sports and entertainment communications, publicity is generated, managed and controlled by three primary components...what are they?

- 1.
- 2.
- 3.

What is the biggest disadvantage to publicity?

What are public relations?

What are media relations?

How do media companies benefit by featuring sports and entertainment news?

- 1.
- 2.
- 3.
- 4.

What is **clickbait**?

**True or false:** Rampant clickbait leads to an erosion of trust and credibility for journalists, even those who pride themselves on doing their jobs with integrity.

What is a **media blitz**?

What are some examples of activity within the industry that can lead to negative publicity?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

What are three approaches to media relations?

- 1.
- 2.
- 3.

What are **community relations**?

What are the five ways community relations are typically implemented?

1.

2.

3.

4.

5.

What is a **foundation**?

**True or false:** Through foundations, individual athletes and entertainers can shed negative images and/or build a positive image.

## LESSON 11.3

# Functions of Sports & Entertainment Communications

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What are the six primary functions of sports and entertainment communications?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Define **goodwill**:

How do companies generate goodwill?

What is **crisis management**?

Why is crisis management important?

What is one recent example of crisis management in sports and entertainment?

**True or false:** Crisis management often includes a strong focus on public relations to recover any damage to public image and assure consumers that recovery is underway.

## LESSON 11.4

# Integrating Publicity

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What are some examples of areas of a sports or entertainment organization where publicity can benefit the business?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Provide at least three examples:

- 1.
- 2.
- 3.

## LESSON 11.5

# The Publicity Plan

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**True or false:** It is critical to recognize how consumers perceive the organization as a whole.

What is a **publicity plan**?

What are some examples of common components of a publicity plan?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What is a **press conference**?

What is a **press kit**?



What are five examples of information that might be included in a press kit?

- 1.
- 2.
- 3.
- 4.
- 5.

What is a **press release**?

**True or false:** An effective press release could be fairly lengthy as it must provide every detail about the news-related event.

What are three examples of the type of information an organization may distribute via press release:

- 1.
- 2.
- 3.

What is a **publicity stunt**?

**True or false:** There is some risk associated with publicity stunts.

## LESSON 11.6

# Social Issues in Sports & Entertainment

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Social issues in sports and entertainment refer to what?

Define **ethics**:

Words often associated with ethical behavior include:

**True or false:** Most sports and entertainment organizations feel they have an obligation to operate their business from an ethical standpoint.

What are some examples of current social issues in sports and entertainment?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

# Additional Notes

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