



UNIT 11 - ANSWER KEY 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.

- | | | |
|----------|-----|--|
| T | 1. | Any news or media outlet is a potential source of sports and entertainment information. |
| F | 2. | Athletes never use their “celebrity status” to make a positive impact on issues important to them. |
| F | 3. | The main purpose for press kits and press releases is to keep the press/media away from your organization as much as possible. |
| F | 4. | The goal of a community relations effort is to avoid any general issues related to enhancing public understanding and gaining public approval. |
| F | 5. | One benefit to publicity is that it can be controlled by an organization. |
| T | 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. |
| F | 7. | Negative publicity can always be prevented by sports and entertainment organizations as long as they have a really good PR director. |
| T | 8. | Entertainment and athlete foundations can help individual athletes and entertainers shed negative images. |
| F | 9. | Organizations tend to avoid using sports and entertainment communications as a recruiting tool. |
| T | 10. | Companies can generate goodwill in a number of ways, including through an affiliation with a particular sport, team, league or event. |
| F | 11. | Development of a sound crisis management strategy is only important after an event that creates negative publicity occurs. |
| T | 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. |
| T | 13. | The presence of negative publicity historically results in a decline in ticket sales. |
| F | 14. | Community relations efforts do not include speaking engagements and appearances. |



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TRUE/FALSE, cont.

- T** 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.
- F** 16. Sales of team, player, or celebrity related merchandise typically increases in the wake of negative publicity.
- T** 17. Publicity stunts can serve as an effective vehicle in generating public “buzz” surrounding an organization or athlete/entertainer.
- F** 18. Press releases do not need a headline that grabs the reader’s attention because the media will always report the information regardless.
- T** 19. The terms “press release” and “news release” are interchangeable.
- T** 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.

- D.** 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
- D.** 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
- A.** 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
- C.** 4. What is one way that community relations initiatives are typically implemented?
a. Reactive
b. Proactive
c. League initiated
d. Interactive
- B.** 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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MULTIPLE CHOICE, cont.

- D. 6. Publicity affects many critical components of the sports and entertainment business model, including _____.
a. Fan relations b. Ticket sales
c. Sponsorship d. All of the above
 - C. 7. How many primary functions exist in sports and entertainment communications?
a. Four b. Five
c. Six d. Seven
 - B. 8. Sneak previews to the press prior to product release, selection of a company spokesperson, and launching a media blitz are all components of _____.
a. The publicity mix b. A publicity plan
c. Media relations d. All of the above
 - A. 9. _____ generally imply that the organization has a newsworthy announcement featuring information of significant importance.
a. Press conferences b. Press kits
c. Media announcements d. None of the above
 - D. 10. _____ must be clear and to the point and should feature a catchy title.
a. Press kits
b. Press releases
c. News releases
d. B and C above
 - D. 11. To communicate an organization's publicity goals internally, company employees must _____.
a. Be informed
b. Be involved
c. Be aware and contributing
d. All of the above
 - A. 12. The _____ refers to the constant media coverage of newsworthy events taking place, as well as the reactions and interpretations of those events by other sources.
a. Magnifying glass effect b. Media scrutiny
c. Consumer scrutiny d. None of the above
 - D. 13. Every press release must include the _____.
a. Contact information b. Headline
c. Pitch d. All of the above
 - D. 14. Information an organization distributes via press releases could include _____.
a. Announcement of an on-sale date for individual game tickets
b. Announcement of a team's key free agent acquisition
c. Highlights of a new blockbuster film to be released
d. All of the above
 - A. 15. Many organizations now create an electronic version of the media kit because it allows for _____.
a. Distribution to more outlets b. Access to the general public
c. More expensive communication d. B and C above



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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) | | |

- | | | |
|-----------|-----|--|
| D. | 1. | A coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event. |
| E. | 2. | A general willingness to work with a person or organization based on a positive reputation or relationship. |
| G. | 3. | Activities that focus on an individual or organization's commitment to bettering their respective community. |
| B. | 4. | A prewritten story about an organization or athlete/entertainer that is disseminated to various media. |
| H. | 5. | Activities that promote the image and communications an organization has with its employees, customers and public. |
| I. | 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. |
| A. | 7. | A package of information distributed to the media to assist them in reporting. |
| F. | 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. |
| J. | 9. | An individual responsible for all communications relating to the organization. |
| C. | 10. | Specific events or activities that are activated with the sole purpose of achieving a high level of media coverage and public awareness. |

SHORT ANSWER (5 questions)

1. List the five ways community relations programs are implemented.

Community relations programs are implemented in one of five ways:

Player or celebrity initiated
Team or organization initiated
League or governing body initiated
Community initiated
Brand initiated

2. Briefly explain why a media organization would choose to cover sports and entertainment news items.

Featuring sports and entertainment news related items has proven to be profitable for media organizations as it increases circulation, boosts ratings and amplifies the number of listeners.



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SHORT ANSWER, cont.

3. Identify five potential components included in a publicity plan.

A publicity plan could include press releases, press kits, interviews, photographs, speeches/appearances at conferences, seminars and conventions, online chats and forums, community involvement on a number of levels, local, regional and national talk shows or similar programming and press conferences.

4. List five possible elements to be included in a press kit.

A press kit could include general athlete/entertainer/organization/event background information, fact sheets, biographies, photographs, statistical information, contact information, current press releases, related press clippings, historical chronologies, organizational newsletters, testimonials from key personnel or recommendations for feature stories.

5. Identify the three approaches to media relations.

The three approaches to media relations are reactive, proactive and interactive.

ESSAY (2 questions)

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

There are six functions of communications in sports and entertainment. Those functions are to inform and communicate, shape organization image, to recruit, to introduce new products or innovations, to generate and collect feedback and crisis management.

Inform and communicate refers to an organization's efforts to communicate information to consumers, which includes gathering, presenting and distributing information about the organization or product/service.

Shaping and enhancing organization image could include any work with "cause" programs and is important to all facets of sports and entertainment marketing, including corporations, teams, leagues and individuals. The underlying goal of this function is to generate organizational goodwill.

Communications are also important to colleges and Universities as a recruiting tool for recruiting student athletes. Professional teams also must recruit potential draft choices and free agents. Communities also use communications as a tool to recruit new sports franchises, events or entertainment.

The introduction of new products/services or innovations is an integral piece of the communications puzzle. Effective communications allow an organization to build new product awareness and interest as well as strategically position a new product. Generating and collecting feedback is an important function of communications for any business. It determines the acceptance levels and effectiveness of organizational policies and gathers specific consumers. Crisis management refers to a coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event.

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.

Make sure the correct format for a press release is used and that all elements of a good press release are present.