

COM 392 Public Relations in Sport

Credit Hours: 3

In Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisites: ENG 102, COM 301 or admission to Sport Management minor

Sports public relations and its role in intercollegiate and professional athletics; process and practice of sports information and media relations; topics include writing formats, publications, crisis management, game management, current events, law and ethics.

Reasons for Addition:

(Fall 2005) Sports Public Relations has been offered as a COM 389 topic course. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication with a wider range of courses in professional contexts.

The growth of the sports industry has witnessed the creation of numerous career opportunities, including those in the field of sports information and media relations at the collegiate and professional levels. The intent of this course is to prepare the student for entry-level sports public relations positions, as well as to serve the needs of a proposal minor in Sport Management.

Student Learning Outcomes: At the completion of this course, students will be able to:	Course Content References:	Assessment:
1. Explain application of public relations to professional and collegiate sport, with theoretical foundation and current professional contexts	I, VII, IX	1. Exams, papers, applied projects, presentations
2. Articulate the duties and responsibilities of the sports information specialist	II, IV	2. Exams, papers, applied projects, presentations
3. Display skills necessary to succeed in the field of sports information	V, VI, VIII	3. Exams, papers, applied projects, presentations
4. Plan and implement media relations and interactive communication tactics	II, III, IV	4. Applied projects, presentations
5. Draft a plan or proposal relevant to sports public relations	V, VI, VIII	5. Applied projects, presentations

Course Content:

- I. Public relations
 - A. Overview
 - B. Profession
 - C. Application to sport
 - 1. Professional
 - 2. Collegiate
- II. Mass media vehicles
 - A. Print media
 - B. Electronic media
 - 1. ESPN and national outlets vs. local sports coverage
 - 2. Importance of video and visuals
 - 3. Rights agreements for game broadcasts
 - 4. Sports-talk radio
- III. Sports information specialists
 - A. Roles
 - B. Responsibilities
 - C. Career opportunities
- IV. Tools of sports information
 - A. News releases
 - B. News conferences
 - C. Media brochures
 - D. Web sites
 - E. Recruiting kits
 - F. Booster Club newsletters
- V. Publicity campaigns
 - A. Examples
 - B. Planning and execution
- VI. Interactive tactics
 - A. Contests
 - B. Special events
- VII. Sports publics and audiences
 - A. Players
 - B. Fans
 - C. Ticket holders
 - D. Media
 - E. Investors
 - F. Community
 - G. Leagues
- VIII. Public relations dilemmas
 - A. Crisis management
 - B. Media training for players
 - C. Law and ethics
 - D. Privacy issues
- IX. Future of sports information

Resources:

Classic Scholarship in the Field

Associated Press Stylebook and Libel Manual

DeSensi, J.T., & Rosenberg, D. (1996). *Ethics in Sport Management*. Morgantown WV: Fitness Information Technology.

Eaton, B. (1997). *Servicing the media as a sport customer group*. Master's thesis.

Friedman, A. (1994). *Successful ways to increase media sales: 500 great sports promotion ideas*. Team Marketing Report.

Helitzer, M. (1999). *The dream job: Sports, publicity, promotions and public relations* (3rd ed.). Athens OH: Ohio University Press.

Kinder, T.M. (1998). *Organizational management administration for athletic programs*. (4th ed.). Dubuque IA: Eddie Bowers.

Stier, W. F. (1994). *Publicity and public relations-working with the media: Successful sport fund-raising*. WI: Brown & Benchmark.

Contemporary Scholarship in the Field

Nichols, W., Moynahan, P., Hall, A., & Taylor, J. (2002). *Media relations in sport*. Morgantown, WV: Fitness Information Technology.

Shank, M. (2004). *Sport marketing: A strategic perspective* (3rd ed.). Englewood Cliffs NJ: Prentice Hall.

Smith, R.D. (2003). *Becoming a Public Relations Writer* (2nd ed.). Mahwah NJ: Erlbaum.

Smith, R.D. (2005). *Strategic Planning for Public Relations* (2nd ed.). Mahwah NJ: Erlbaum.

Stoldt, G.C., Dittmore, S.W., & Branvold, S.E. (2006). *Sport public relations: Managing organizational communication*. Champaign IL: Human Kinetics.

Whitaker, R.W., Ramsey, J.E., & Smith, R.D. (2004). *MediaWriting* (2nd ed.). Mahwah, NJ: Erlbaum.

Periodicals:

Journal of Sports Management

Journal of Sport, Education, and Society

Sports Business Journal

Sports Illustrated

Electronic and/or Audiovisual Resources

www.prsa.org (Public Relations Society of America)

www.cosida.org (College Sports Information Directors Association)