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.

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

Contemporary Scholarship in the Field

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)