**Sport Media Relations**

**Opening a Season – PR plan**

**Week #1-3**

**Due Date: 6/8/2020**

**Learning Objectives**

Students will comprehend the multiple components of Public Relations including identifying important internal and external publics.

Students will apply the understanding of publics and developing event from a pubic relations perspective.

Students will identify and comprehend the ramifications of establishing a successful media event for a sport organization.

**Assignment (In Brief)**

The purpose of this assignment is to determine your ability to comprehend and summarize prevailing concepts in Public Relations and to connect those with sport. This assignment is designed to provide practical experience is opening a season for a team or sport organization.

**Directions (Detailed)**

Please complete the following for this project:

1. Create a season opening media plan for a preparatory or college sports team in your area. (See example saved as .DOC to assist you)

2. Describe a plan to stage a preseason team press conference or media day to garner positive coverage, including a list of local media outlets invited to the press conference.

3. Create program game/press notes for the team’s first game. (See examples saved as .PUB or .PDF, these are the same document saved in different formats in case you can’t open one)

4. Describe the staff necessary for the stat crew and create a plan to promote the opening game of the team’s season to the local media.

The finished product should contain 7-10 pages (with media outlet lists and stat crew list pages counted as part of the 7-10 pages).

Please use Word to complete the assignment and Title each assignment with your last name first then the assignment. For example; Witkemper\_Assignment #1

Also, please attempt to comply with APA formatting as closely as possible however you will not receive major point deduction if the assignment is not formatted 100% perfectly. You will however, be graded on grammar and writing mechanics.

**Materials and Technology Needed**

In order to complete this assignment you will need Microsoft Word. If you do not have Word then you could download it from Indiana State University at:

<http://prodinteract.indstate.edu/pls/prod/hwzkswdl.P_DisplaySW>

Here is a link to the Purdue OWLS which can assist in APA formatting:

<https://owl.english.purdue.edu/owl/section/2/10/>

**Assessment & Rubric**

The assignment is worth 100 points and will be graded according to the student’s ability to completely complete the project based on the above points.