

COM 389 PUBLIC RELATIONS IN SPORT

Instructor: Jeff Ventura

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Hours: Please call ahead (I am on campus Monday-Friday from 8:30 a.m. - 5:00 p.m.)

Catalog Description: Study of the field of public relations in sport, with practice in applying the techniques discussed.

Prerequisites Courses:

ENG 101 and ENG 102

Texts:

Nichols, W., Moynihan, P., Hall, A., & Taylor, J. (2002). Media Relations in Sport. Morgantown, WV: Fitness Information Technology.

Purpose: This course is designed to introduce the field of sports public relations and the role it plays in intercollegiate and professional athletics. The course will deal with the workings and process behind executing proper techniques of sports information and media relations. Topics will include improving writing skills, publications, crisis management, game management, current events, issues involving diversity, law and ethics, publicity campaigns and the future of sports media relations.

Objectives: Upon completion of this course, students should be able to show competency in meeting the following objectives:

- to understand the history and functions of the mass media as it relates to sport
- to recognize the duties and responsibilities of the sports information specialists
- to distinguish between sports public relations and sports journalism
- to demonstrate the skills necessary for success in the field of sports public relations
- to manage athletic contests and facilitate special events
- to manage effective publicity campaigns
- to employ critical thinking methods to handle public relations dilemmas
- to relate public relations skills to current events
- to critically examine the role diversity plays in the world of athletics and media
- to target potential career opportunities and prepare for the future of sports public relations

Attendance/Participation: As a professional in the field of sports public relations, attendance will be mandatory. Therefore, the attendance policy for this class will also be mandatory. More than two *unexcused* absences will decrease your final grade by half of a letter (A to A- or C + to C). Participation is a major component of this course. If you are not here, you are not participating. Participation involves more than mere physical presence. You are expected to actively contribute to the class in the form of discussion of topics and relevant questions.

Assignments: You will receive a number of writing assignments throughout the semester. All assignments are due at the beginning of class on the day they are due. There will be no extensions granted. Failure to meet deadlines will result in a loss of credit on the assignment. All assignments must be typed and proofread. Misspelling of people's names will automatically result in no more than half-credit for the assignment.

Accommodation: If any student requires accommodations to complete the requirements and expectations of this course because of a disability, you are invited to make these needs known to the instructor. Requests for accommodations are verified by the Coordinator of Services for Students with Disabilities (Marianne Savino, 120 South Wing, 878-4500).

ACADEMIC REQUIREMENTS

Academic Integrity is expected of each student; college guidelines on academic misconduct will be enforced. This includes issues such as plagiarism, cheating, and other breaches of academic and professional ethics. Guidelines on Avoiding Plagiarism are available at the department Web Site: www.buffalostate.edu/depts/communication.

Examinations ... 40%

This course will feature two examinations based on the textbook and class lecture and discussion of current events. The examinations will consist of multiple choice, true/false and short answer questions.

Assignments ... 20%

You will be given several writing and research assignments throughout the semester. Assignments may include attending an outside athletic event and reporting on the contest.

Participation/Quizzes ... 20%

Students will be evaluated on their interest level and participatory role in class. Students will be required to pay attention to the hot issues in the current sports media. Several short (unannounced) quizzes may be given to ensure students are keeping up with required reading and current events.

Final Project and Presentation ... 20%

Small groups of 3-4 students will work together on a promotional Naismith Award (awarded to the "Most Outstanding Men's College Basketball Player") campaign for a Division I basketball player. Just as the SIDs at Duke, Kentucky and Syracuse do, you will create a promotional plan to get your candidate vital media attention. Your group will develop ways to generate publicity (mass mailings of brochures and posters, billboards, or other creative methods, including web page, video reels, music video, radio and television advertisements). As part of your project, you will create tangible material that promotes your player. You will present your campaign during the final week of classes. Each group must select a different player to promote. You will also monitor how your player's school is executing the actual promotional campaign.

Grading is on a 10-point scale: 93-100=A; 90-92=A-; 87-89=B+; 83-86=B; 80-82=B-; 77-79=C+; 73-76=C; 70-72=C-; 67-69=D+; 63-66=D; 60-62=D-; below 60=E.

** Schedule is subject to change*

		<u>Readings</u>
Jan. 17 & Jan. 19	Overview of class The Mass Media – What is it and how does it impact the sports world?	Chapter 1
Jan. 24 & 26:	The print and electronic/broadcast media	Chapters 2 & 3
Jan. 31: Feb. 2 & 7: Feb. 9	Sports Information Specialists (pros vs. college) Writing News Releases NO CLASS	Chapter 4 Chapter 5
Feb. 14: Feb. 16:	Managing News Events <i>Class will be held in Cyberquad 318 (Butler Library)</i> Creating Media Guides and Recruiting Brochures	Chapter 6 Chapter 7
Feb 21: Feb. 23:	NO CLASS (PRESIDENTS' DAY) Conducting an interview	Chapter 8
Feb. 28: Mar. 2:	Current Events Exam review EXAM #1	
Mar. 7: Mar. 9:	Current events and Exam return Publicity campaigns	Chapter 11
Mar. 14: Mar. 16:	Publicity campaigns (continued) Game management	Chapter 11 Chapter 9
Mar. 21: Mar. 23:	NO CLASS (SPRING BREAK) NO CLASS (SPRING BREAK)	
Mar. 28: Mar. 30:	Special events management Public relations dilemmas, crisis management	Chapter 10 Chapter 12
Apr. 4: Apr. 6:	Law and Ethics The new direction of sports public relations	Chapter 13 Chapter 14
Apr. 11: Apr. 13:	The new direction of sports public relations (continued) Current events and work on final project	Chapter 14
Apr. 18: Apr. 20:	<i>Class will be held in Cyberquad 318 (Butler Library)</i> Work on final projects and current events Student Presentations	
Apr. 25: Apr. 27:	Student Presentations/Exam review EXAM #2	
Tues., May 2:	7:40 a.m. – Final class wrap-up. Return final exam.	