

Department of Kinesiology and Sports Studies
KSS 4762: Publicity in Sports
Fall 2009

Instructor: Jon A. Oliver, Ph.D.	Office Hours: MW 12 – 2:00 pm, TH 12 – 1:00 pm
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Office #: 2010 McAfee (upper level – NE corner)	Classroom: 1341 McAfee

Course Description: Protocol and application of publicity, marketing, and promotional concepts in sport

Course Objectives:

- Discussion of the unique relationship between the media and sports organizations: specifically the sports information director
- Insights into a variety of sports publicity and public relations techniques
- Application of publicity techniques to stimulate interest in sport-fitness programs

Text: Helitzer, Melvin. *The Dream Job: Sports Publicity, Promotion and Marketing.* (3rd Edition)

Resources: Local and national press outlets and sport websites such as PR Newswire, Associated Press, USA Today, Sports Illustrated, The Sporting News, Street and Smiths Sports Business Journal, ESPN, Fox-Sports, NCAA and journals such as Public Relations Quarterly and Journal of Public Relations.

Learning Activities	Due	Points
1) Response to a “Crisis or Controversy” in sport-fitness industry - see examples on pages 402-428 - at least a <u>400-word</u> response, include potential solution + suggested PR response, attach article	Varies see page 2	40 (10 pts each)
2) EIU Brochure – use MS Publisher to create a professional looking brochure for EIU sport, program, event, or service. * Min. Criteria - description, location, facilities, staff, schedule, fees, awards, registration, 3 images, 2 fonts, 2 colors. * Save as .pdf file. <u>Email & print</u> final copy	Sep 23	30
3) Sports/Fitness Organization Newsletter - select an organization (real or hypothetical) and use MS Publisher to create a professional looking newsletter with <u>at least</u> 5 different content areas of info.. * Minimum Criteria: 5 content areas, 3 images, 2 fonts, 2 colors. Save as .pdf. <u>Email & print</u> final copy.	Oct 7th	30
4) EIU Winter Sports Publicity Project – In groups of 3, select either EIU Men’s or Women’s basketball and create a strategic publicity plan to promote interest, build fan base, and generate revenue for the sport. Using MS PowerPoint, create a detailed outline (“blueprint”) of your strategic plan and <u>include the following:</u> plan purpose-objectives, target consumer groups, SWOT analysis, marketing – promotion – publicity tactics, corporate partners, media involvement, anticipated results (attendance, participation, revenue). Integrate additional recommendations from Helitzer, chapters 14 and 15. * Minimum Criteria: <u>at least</u> 10 content slides, 5 images, 5 hyperlinks, 1 chart/graph, 1 table, email PPT	Oct 28th	30
5) Sports Movie File – In groups of 3, create at least 15 digital photos from EIU sporting events during the Fall 2009 semester and use Windows Movie Maker to produce a finished movie file with a theme, slide transitions, captions, and music to present to class. – follow caption guidelines on p 173: 5 “Ws” * Minimum Criteria: <u>at least</u> 15 photos, 15 slides, 15 captions, 15 transitions, 2+ min., email .wmv file	Nov 18th	40
6) Create Web Site – In groups of 3 (undergrads only) create web site for a real or hypothetical sport organization, program, event, facility or tradition using Dreamweaver. If applicable, link other class projects to site. * Min. Criteria: 5+ authored pages, 10 links, 5 images, 1 table, 1 jump menu, use CD-R	Dec 7th	40
7) Graduate Student Requirement – create individual web page based on web site assignment criteria. Upload all web page project files to your EIU web folder (“pen” server space), email instructor hyperlink to your project by the due date, and present to class	Dec 7th	70
8) Final Exam – on class material from entire semester (cumulative) – PPT notes, discussions	Dec 16th	70
9) Attendance/Participation – expected: -2 points for each absence	Daily	20
TOTAL POINTS = 300 (undergraduate students) TOTAL POINTS = 330 (graduate students)	A = 100 to 90 % of points; B = 89 to 80 % of points C = 79 to 70 % of points; D = 69 to 60 % of points	

PED 4762: Publicity in Sports - Tentative Class Schedule
Fall 2009

Date	Discussion Topics	Preparation/Activity Due
Week 1 (Aug 24-26)	Aug 24 - Course Introduction – Review Syllabus Aug 26 - Introduction to Sports Publicity: Generating Revenue	Aug 24 - Review Syllabus Aug 26 - Read Helitzer 1
Week 2 (Aug 31, Sep 2)	Aug 31 - The Sports Information Director Sep 2 - Guest Speaker: Dave Kidwell, EIU Emeritus SID	Aug 31 - Read Helitzer 2 Sep 2 - * 5 Typed ?s for Kidwell
Week 3 (Sep 9)	Sep 7 – Labor Day Holiday – No Class Sep 9 - Taming the Beast: Riding Out a Crisis	Sep 9 - Read Helitzer 2, 17
Week 4 (Sep 14-16)	Sep 14 - Applications in Sports Writing: Press Release Sep 16 – The Feature Story	Sep 14 - Read Chapters 3-4 Sep 16 - * Crisis response #1 due *
Week 5 (Sep 21-23)	Sep 21 - Creating the News: Getting Media Attention Sep 23 – Creating the News (Con'd), Brochure presentations	Sep 21 - Read Helitzer 10 Sep 23 - * Brochure due *
Week 6 (Sep 28-30)	Sep 28 - Creating Special Events Sep 30 - Event Promotion, Crisis Response presentations	Sep 28 - Read Helitzer 14 & 15 Sep 30 - * Crisis Response #2 due *
Week 7 (Oct 5-7)	Oct 5 - Publicizing A Rising Star Oct 7 – Chapter 16 continued, Newsletter presentations	Oct 5 - Read Helitzer 16 Oct 7 - * Newsletter due *
Week 8 (Oct 12-14)	Oct 12 - Media Relations Oct 14 – Chapter 12 continued, Crisis Response presentations	Oct 12 - Read Helitzer 12 Oct 14 - * Crisis Response #3 due *
Week 9 (Oct 19-21)	Oct 19 - Sports Photography Oct 21 – Nothing But Net: The WWW	Oct 19 - Read Helitzer 7 Oct 21 - Read Helitzer 18
Week 10 (Oct 26-28)	Oct 26 – The Web Design Process, Dreameaver CSS Oct 28 - EIU Publicity Project presentations	Oct 26 – more from Helitzer 18 Oct 28 - * EIU Publicity Project due *
Week 11 (Nov 2-4)	Nov 2 - Sports Statistics Nov 4 - *Guest Speaker – Ben Turner, EIU athletics	Nov 2 - Read Helitzer 9 Nov 4 - * 5 typed questions for Turner
Week 12 (Nov 9-11)	Nov 9 - Radio News and Features Nov 11 – TV News and Features	Nov 9 - Read Helitzer 5 Nov 11 – Read Helitzer 6
Week 13 (Nov 16-18)	Nov 16 - Press Conferences Nov 18 – Movie File presentations	Nov 16 - Read Helitzer 8 Nov 18 - * Movie File due *
Week 14 (Nov 23-25)	THANKSGIVING WEEK – no classes	No assignments
Week 15 (Nov 30-Dec 2)	Nov 30 - Interviews and Speeches Dec 2 - Mobile Technology in Sport Publicity	Nov 30 - Read Helitzer 13 Dec 2 - * Crisis Response #4 due *
Week 16 (Dec 7-9)	Dec 7 - Presentations of Web Sites Dec 9 - Final Exam preview	Dec 7 - * Web Sites due * Dec 7 - * Graduate Requirement due *
Dec 16, 2009	* Final Exam * - 2:45 to 4:45 pm	Cumulative exam over PPT notes & chapter readings

Disability Statement: If you have a documented disability and wish to receive academic accommodations, please contact the Coordinator of the Office of Disability Services (217-581-6583).

Reminders:

- a. All work must be **TYPED**
- c. Attendance is expected

- b. 20% off for each day an assignment is late
- d. Cell Phone Policy – no calls, no texts, leave phone on silent mode on desk