

**Department of Kinesiology and Sports Studies**  
**KSS 4762: Publicity in Sports**  
**Spring 2010**

<b>Instructor:</b> Jon A. Oliver, Ph.D.	<b>Office Hours:</b> MW 10 – 12:00 pm, T/TH 11 – 12:00 pm
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<b>Office #:</b> 2010 McAfee (upper level – NE corner)	<b>Classroom:</b> 2210 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
- Development of publicity application skills for sport-fitness programs

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

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

<b>Learning Activities</b>	<b>Due</b>	<b>Points</b>
1) <b>Response to a “Crisis or Controversy” in sport-fitness industry:</b> at least a <u>400-word</u> response, include potential solution + suggested PR response, attach article - see examples on pages 402-428	varies (* see schedule)	30 (10 pts each)
2) <b>Quizzes over chapter readings:</b> unannounced during the semester – 3 total – 10 points each	varies	30
3) <b>EIU Athletics Practicum: 2010 Spring Fling:</b> participation, service, learning, + reflective analysis - a) join student task force, b) complete planning tasks, c) support event, d) evaluate event experience	varies	30
4) <b>EIU Brochure:</b> use MS Publisher to create a professional looking brochure for EIU sport, program, event, or service. <b>*Min. Criteria</b> - description, location, facilities, staff, schedule, fees, awards, registration, 3 images, 2 fonts, 2 colors. * Save as .pdf file. <u>Email &amp; print</u> final copy	Feb 1st	20
5) <b>Sports/Fitness Organization Newsletter:</b> select an organization (real or hypothetical) and use MS Publisher to create a professional looking newsletter with <u>at least 5</u> different content areas of information <b>*Minimum Criteria:</b> 5 content areas, 3 images, 2 fonts, <u>2 colors</u> . Save as .pdf. <u>Email &amp; print</u> final copy.	Feb 22nd	20
6) <b>EIU Winter Sports Publicity Project:</b> In groups of 3, select either EIU Men's Baseball or EIU Softball and create a strategic publicity plan to promote interest, build fan base, and generate revenue for the 2010 season. Using MS PowerPoint, create a detailed outline (“blueprint”) of your strategic plan and <u>include the following:</u> 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. <b>*Minimum Criteria:</b> <u>at least</u> 10 content slides, 5 images, 5 hyperlinks, 1 chart/graph, 1 table, <u>email PPT</u>	Mar 8th	30
7) <b>Sports Movie File:</b> In groups of 3, create at least 15 digital photos from EIU sporting events during the Spring 2010 semester and use Windows Movie Maker to produce a finished multi-media file with a theme, slide transitions, captions, & music – follow caption guidelines on page 173: 5 “Ws” <b>*Minimum Criteria:</b> <u>at least</u> 15 photos, 15 slides, 15 captions, 15 transitions, 2+ min., <u>email .wmv file</u>	April 5th	30
8) <b>Create Web Site:</b> Individually (graduate) or in groups of 2 (undergrads) create a web site for a real or pseudo sport organization, event, facility, or program using a free css template & Dreamweaver. <b>* Min. Criteria:</b> 5+ html pages, 10 links, 5 images, 1 table, 1 jump menu. Undergrads - <u>use CD-R</u> .	April 19th	30
9) <b>Graduate Student Requirement :</b> Upload all web page project files to your EIU web folder (“pen” server space), <u>email instructor hyperlink</u> to your project by the due date, and effectively present to class	April 19th	30
10) <b>Final Exam</b> – on class material from entire semester (cumulative) – PPT notes, discussions	April 26th	60
11) <b>Attendance/Participation</b> – expected: <b>-10 points</b> for each absence. 3+ absences = <u>failing grade</u>	weekly	20
<b>TOTAL POINTS = 300 (undergraduate students)</b> <b>TOTAL POINTS = 330 (graduate students)</b>	<b>A = 100 to 90 % of points; B = 89 to 80 % of points</b> <b>C = 79 to 70 % of points; D = 69 to 60 % of points</b>	

**PED 4762: Publicity in Sports  
Spring 2010 - Tentative Class Schedule**

<b>Date</b>	<b>Discussion Topics</b>	<b>Preparation/Activity Due</b>
<b>Week 1</b> (Jan 11)	Course Introduction – Review Syllabus Introduction to Sports Publicity: Generating Revenue The Sports Information Director (SID)	Review Syllabus Discussion from Helitzer 1 & 2
<b>Week 2</b> (Jan 18)	<b>Jan 18<sup>th</sup> – Martin Luther King, Jr Holiday – NO CLASS</b>	Review Helitzer 1-4
<b>Week 3</b> (Jan 25)	Taming the Beast: Riding Out a Crisis Applications in Sports Writing: Press Release	Read Helitzer 17 & 3 <b>* Crisis response #1 due *</b>
<b>Week 4</b> (Feb 1)	Feature Story Creating the News	Read Helitzer 4 & 10 <b>* Brochure due *</b>
<b>Week 5</b> (Feb 8)	Creating Special Events Event Promotion	Read Helitzer 14 & 15
<b>Week 6</b> (Feb 15)	Publicizing A Rising Star	Read Helitzer 16 <b>* Crisis Response #2 due *</b>
<b>Week 7</b> (Feb 22)	Media Relations Sports Photography	Read Helitzer 7 & 12 <b>* Newsletter due</b>
<b>Week 8</b> (Mar 1)	Nothing But Net: The WWW The Web Design Process, Dreameaver CSS templates	Read Helitzer 18
<b>Week 9</b> (Mar 8)	<b>* EIU Publicity Project presentations</b>	<b>* EIU Publicity Project due *</b>
<b>Week 10</b> (Mar 15)	<b>SPRING BREAK – no class</b>	<b>SPRING BREAK – no class</b>
<b>Week 11</b> (Mar 22)	Sports Statistics *Guest Speaker – Ben Turner, EIU Athletics - Assistant SID	Read Helitzer 9 <b>* 5 typed questions for Turner</b>
<b>Week 12</b> (Mar 29)	Radio News and Features TV News and Features	Read Helitzer 5 & 6 <b>* Crisis Response #3 due *</b>
<b>Week 13</b> (Apr 5)	Press Conferences <b>Spring Fling (Apr 10<sup>th</sup>): Final Preparations &amp; Planning</b>	Read Helitzer 8 <b>* Movie File due *</b>
<b>Week 14</b> (Apr 12)	Interviews and Speeches Mobile Technology in Sport Publicity	Read Helitzer 13
<b>Week 15</b> (Apr 19)	<b>Presentations of Web Sites</b> Final Exam preview	<b>* Web Sites due *</b> <b>* Graduate Requirement due *</b>
<b>Week 16</b> (Apr 26)	<b>* Final Exam *</b> - during last class meeting	Final exam - PPT notes & readings

\* **Student Success Center** – contact for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement – for appointment call 217-581-6696, 9<sup>th</sup> Street Hall, Room 1302. ([www.eiu.edu/~success](http://www.eiu.edu/~success))

\* **Disability Statement:** Have a documented disability & need academic accommodations? Contact 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 in pocket