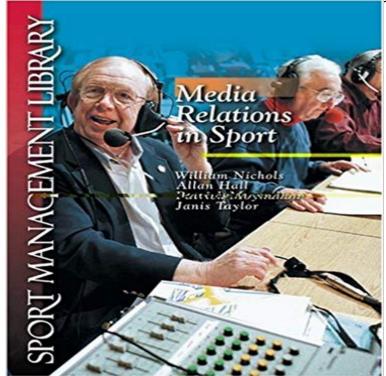
## Media Relations in Sport (Sport Management Library)



This book provides a framework for understanding the connection between the informational and commercial sides of sports information management. Part I working addresses the relationships between journalists and sport organisations as they have evolved over the years. Part II defines the various roles of sports information specialists along with their duties in disseminating information. It provides practical guidelines on everything from writing press releases to preparing media guides to organising events such as news conferences and media days. Part III addresses the responsibilities of sports information professionals: how to organise and manage game coverage; what to do to promote special events ranging from awards banquets to tournaments; and how to develop publicity campaigns. Part IV confronts the ethics of these formalised working relationships and the ideology they perpetuate. The book is for students in sports management, as well as students in journalism, public relations communications. Each chapter contains a glossary of terms, discussion questions, suggested exercises, role playing activities and extensive notes.

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