

SPORTS COMMUNICATION PROJECT

Project Description (Role Play)

You are the Public Relations department for a local minor league hockey team (Smallville Pucks). The season will be getting under way in a month, and the schedule features five home games against the cross town rival "Big City Sticks". Two other games on the schedule worth highlighting are in December, when the team plays host to two elite players who starred in the National Hockey League (NHL) last year (Billy Hanrahan and Ogden Oglethorpe). In addition, the Pucks are expected to challenge for the league championship. Season tickets, group tickets and other ticket packages are already on sale. Individual game tickets will go on sale on September 25th.

Your assignment is to create a press release that will effectively convey this information to the local media. Be sure to include all essential elements of an effective press release.

In addition to the press release, you are to assemble a media kit for distribution. You must include at least five pieces of informative material. Your group is also responsible for presenting your press release and press kit to the class.

Last but not least, your presentation will come in the format of a press conference. The room should be assembled to simulate the press conference atmosphere and the class will play the role of the media.

THIS GROUP PROJECT WILL BE GRADED AS FOLLOWS (75 TOTAL POINTS POSSIBLE):

1. Press Release (15 points possible)
2. Press Kit (25 points possible)
3. Presentation/Press Conference (35 points possible)

Presentation

Your presentation will include handouts to be passed around the classroom. At least five copies of your press release should be included and a completed press kit with at least five pieces of information as part of the kit. The presentation should be in press conference format so do your best to simulate an actual news conference for the best grade possible.

IMPORTANT: Each group member must participate in the presentation for full credit!