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Sport Public Relations: Managing Organizational Communication

By G. Clayton Stoldt, Stephen Dittmore, Scott Bravold



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Sport Public Relations: Managing Organizational Communication fills a void in the ever-expanding field of sport management by providing comprehensive treatment of public relations practice within sport. Rather than address public relations only as a means of supporting the marketing function or leveraging the media's interest in an event or organization, this text recognizes public relations as a function that is integral to many aspects of a sport organization's goals.

The book covers all aspects of public relations, starting with the basics and progressing all the way through legal and ethical issues that sport public relations professionals encounter. The following are some of the topics covered:

- The purpose of sport public relations programs, the distinction from sport marketing, and the benefits to sport organizations
- A strategic perspective on public relations, addressing issues related to reputation management, fostering desirable relationships with key publics, and campaign planning
- The history of sport public relations and how it is evolving
- The foundations for effective media relations in sport, including information services and organizational media
- The critical need for a crisis communications plan and how to develop and execute such a plan (sample plan is also featured)
- The diverse forms of community relations practice and how such programs can generate revenue for sport organizations
- The diverse forms of public relations practice, encompassing employee, investor, customer, donor, and government relations

Sport Public Relations: Managing Organizational Communication provides the theoretical basis for industry practice as well as guidance on applying those concepts. Through “Insights From a Professional” sidebars, readers learn what sport communication work is like, what tasks and dilemmas they will face, and what opportunities are available in the industry. Other sidebars present real-life examples and historical events that show how sport communication has evolved and the vital role it plays in effective sport management. Numerous illustrations

and tables present guidelines, tips, and insights, and the appendixes showcase sample products. Also included in each chapter are objectives, key terms, summaries, and learning activities to help students comprehend the material.

In addition, *Sport Public Relations: Managing Organizational Communication* presents concepts such as reputation management in sport. It discusses how to manage relationships with key publics using a variety of strategies, including media tactics, audience research methods, community outreach programs, crisis communications plans, and Web technology. Readers will understand the full range of functions within the realm of sport public relations and they will learn how to be proactive and progressive in their public relations practices, which will result in better relationships between sport organizations and their key publics.

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G. Clayton Stoldt, EdD, is an associate professor of sport administration at Wichita State University in Wichita, Kansas. He has 10 years of experience in college sport media relations and has won several awards for publications he has produced as a public relations professional. He has taught courses in sport public relations for eight years and has written more than 30 articles and presented at numerous conferences to academic and professional audiences. He is a member of the North American Society for Sport Management (NASSM), the Sport Marketing Association, and the College Sports Information Directors of America.

Stephen W. Dittmore, MA, has 10 years of experience in sport public relations. He is pursuing a PhD in sport administration and has been a sport administration instructor and lecturer at the University of Louisville and Wichita State University. He served as director of Venue Press Services for the 2002 Winter Olympic Games and as the public relations manager for USA Wrestling. He is a member of the North American Society for Sport Management (NASSM) and has presented several papers relating to sport public relations at NASSM conferences.

Scott Branvold, MA, EdD, is a professor of sport management at Robert Morris University. He has over 20 years of experience in sport management. He has contributed chapters to two publications, written articles for sport marketing and management journals, and has given several presentations on topics relating to sports. Branvold earned his doctorate in education from the University of Utah.

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