

STADIUM PUBLICITY PROJECT

SUBMITTED BY:

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Sports and Entertainment Marketing

Stadium Publicity

Now that you have designed a stadium for your fantasy basketball team you must generate public interest. You will perform the primary tasks of public relations specialists in creating a buzz about your new arena.

1. **Special Events** – You will coordinate two special events.
 - a. Grand Opening Celebration
 - i. Create an invitation inviting special guests to a grand opening party
You must determine the following:
 1. Location
 2. Time and Date
 3. Entertainment
 - b. Press Conference
 - i. Your group will hold a press conference announcing the opening of your new stadium.
Members of the group will take on the following roles:
 1. Team Owner
 2. Member of the press
 - ii. Owner will make a statement about the opening of the stadium
 - iii. Brief question and answer period between owner and press agent
 - iv. Press conference may be conducted “live” in class or on video
2. **News Release** – Write a proper news release describing one of the following:
 - a. Opening of your new basketball arena
 - b. Arena Press Conference
 - c. The Grand Opening Celebration

Be sure your news release is typed on your teams official letterhead and includes the following:

- . Contact name, address, and phone number
- . Double spaced – simple font
- . The first paragraph should answer the who, what, where, and why questions
- . The story with important facts should be developed over the next few paragraphs
- . Follow with any other relevant less important information
- . Refer to people by their full name (ex. Walt Frazier) the first time they are mentioned. Refer back to the person using titles (ex. Mr. Frazier)