

DR. SUNGICK MIN

Associate Professor

The State University of New York at Fredonia

University of Northern Colorado

Doctor of Philosophy Degree,

Sport Administration (2009)

***Doctoral Minor, Applied statistics and research methods
(2009)***

***Dissertation : An analysis of sport reporters' perceptions of
the effectiveness of sport public relations practitioners'
influence practices in South Korea***

Practical / Research Experience

Florida Marlins (MLB/Miami Marlins)

Miami Dolphins (NFL)

Miami Heat (NBA)

Orange Bowl Committee

Dolphins Stadium

American Airline Arena

World Baseball Classic

Ford Championship (PGA)

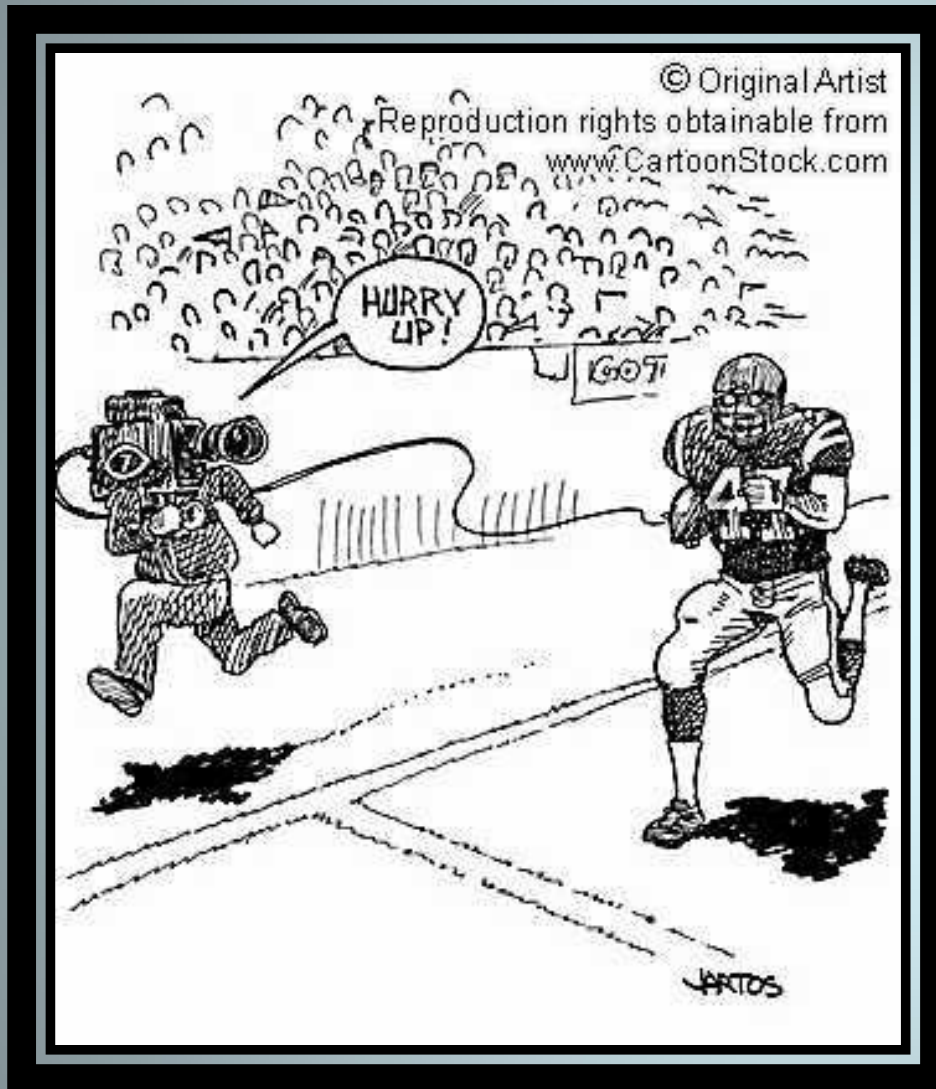
Grand Prix Americas

Colorado Rockies

Denver Nuggets

Colorado Avalanche (NHL)

USOC



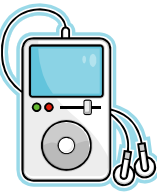
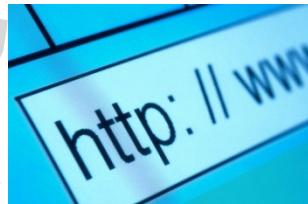
Sports & the Media:

The State University of
New York

Dr. Sungick Min

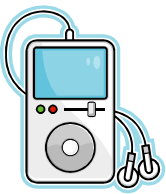
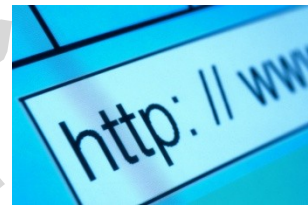
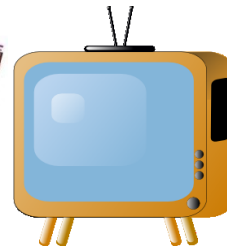
What is Mass Media?

- “Means of public communication reaching a large audience”
 - *American Heritage Dictionary*, 4th ed.
- “Newspapers, motion pictures, radio, television, and magazines, all of which have the technical capacity to deliver information to millions of people.”
 - *American Heritage Dictionary of Cultural Literacy*, 3rd ed.



The purpose of the Media

- Primary purpose of the Media
 - to transmit information of interest to its specific target audience
- The media business is essential to give the editorial staff the freedom and funding needed to pursue their journalistic responsibilities.



Mass Media Structures

- Print
 - Newspapers
 - Magazines
- Electronic
 - Radio
 - Television
- Internet

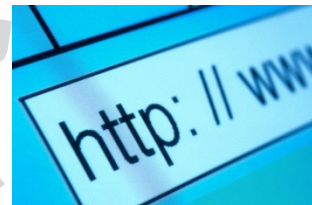
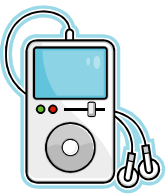
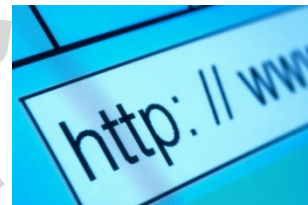
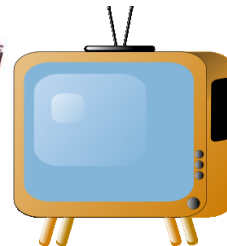


TABLE 13.1 Number of Television and Radio Stations

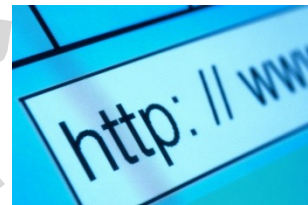
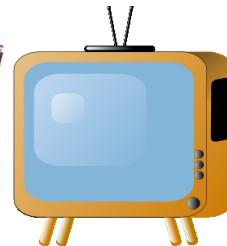
Nation	Number of TV stations	Number of AM radio stations	Number of FM radio stations
Australia	104	262	345
Canada	148	245	582
Japan	211	215	89
Russia	7,306	323	~1,500
United Kingdom	940	206	696

Data based on Central Intelligence Agency, 2008, *The world factbook 2008*. Available: www.cia.gov/library/publications/the-world-factbook/



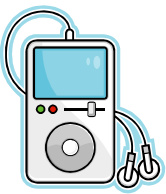
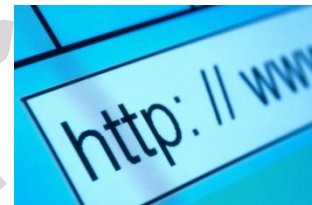
Positive Effects of Sport Media

- Create **excitement** leading up to sporting events by describing the action during the event.
 - <https://www.youtube.com/watch?v=nySProefTHc&t=7s>
 - Affect the **popularity of sport**,
 - Provide **free publicity**
 - Present **player personalities** and build fan allegiance to teams and individual players.
- ⇒ **To attract an audience and participants**



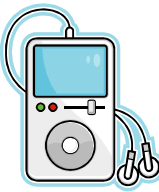
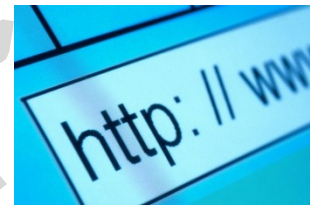
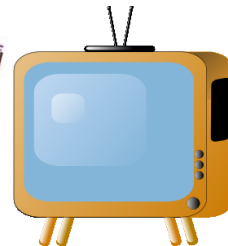
Negative Effects of Sport Media

- Rule Changes – MLB strike zone & DH (Designated Hitter)
- Attendance Declines Due to Televised Sport
- Gambling



Delivering the announcement

- By holding press conferences
- <https://www.youtube.com/watch?v=vk6jYT7PBoY>
- By sending press releases through the mail, via e-mail, or by fax

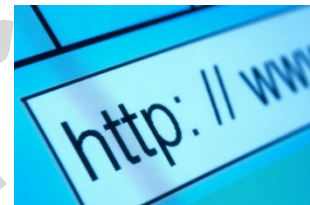
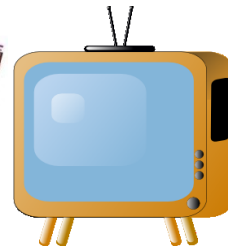


Press Conferences

- Valid reasons for calling a press conference
 - A major change in personnel including players, coach, owners, or management

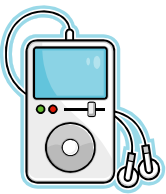
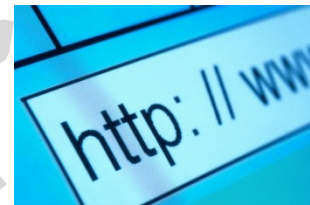
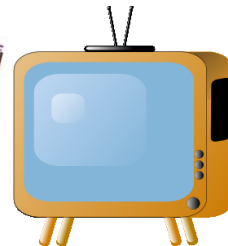
****A.J. Burnett press conference****

http://www.youtube.com/watch?v=ucziOp19i7k&feature=PlayList&p=39929FFDD4AAA4B0&playnext=1&playnext_from=PL&index=17



Press Conferences

- Scheduling of an important event
- A change in facility location or name
- Introduction of a new or revised product such as new uniforms or logo
- Presentation or display of award
- Announcement of a new rule or policy



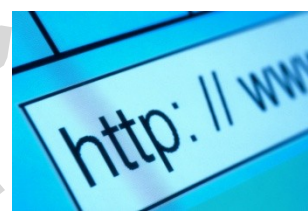
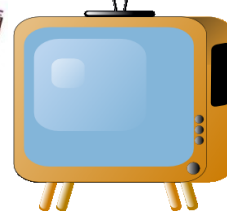
Press Conferences

- Announcement of a major sponsor/
partnership agreement
- Announcement of an infraction or rule
violation

A-Rod Press Conference

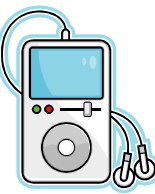
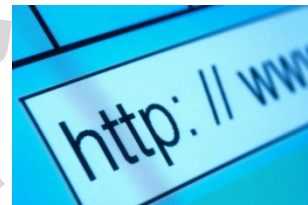
<http://www.youtube.com/watch?v=kwLszCGc8Vg>

<http://www.youtube.com/watch?v=FA7ty2LQwco&feature=fvw>

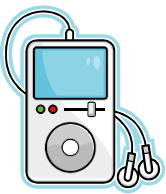
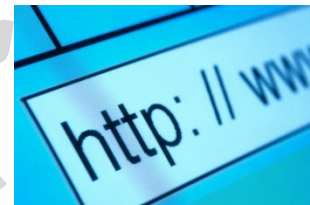
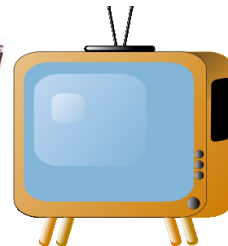


Press releases

- Standard press release criteria
 - Double-space content on 8.5-by-11-inch paper using only one side of each sheet
 - Side margins should be 1 inch/bottom 2 inches
 - The supplier's name, address, and contact information



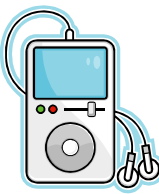
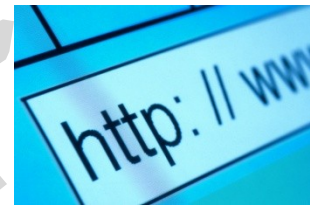
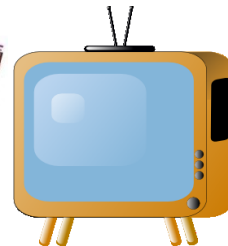
- Arrange the material in descending order of importance
- Include the 5Ws (Who, What, When, Where, and Why)
- Utilize quotes from key personalities
- Brevity is key; Sentences not exceed 17 words and paragraphs 2-3 sentences
- Mark the release's conclusion with a series of circled "###" or "End"



Servicing the Media at the Event Site

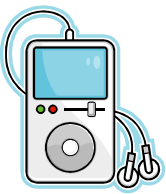
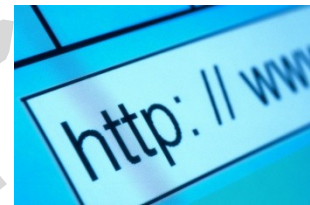
- Media Guides

- Typically developed as a preseason or pre-event content supply tool
- a team media guide includes basic profiles and photographs of each player, coach, and selected members of the administration



Servicing the Media at the Event Site (Continued)

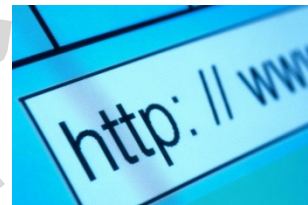
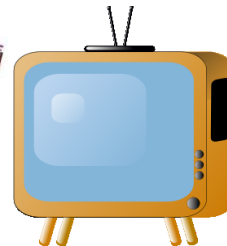
- Accreditation
 - Maintaining a safe, exclusive, and professional work environment for the media and to maintain a reasonable level of security for the athletes and others working in nonpublic areas
 - includes the design and distribution to authorized personnel passes that visually identify the bearers/affiliation and permit them access to restricted areas



Media Center Facilities

- Media workroom
 - seating with tabletops/multiple power outlets and surge protectors/telephones/high-speed data lines/workspace lighting/television monitors/fax machine/rosters and line-ups/press releases/media guides/

<http://www.youtube.com/watch?v=BYrUZfNbieg>





SS plans





SS plans





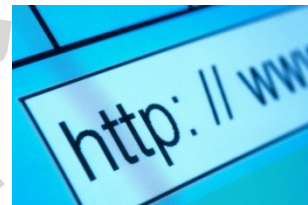
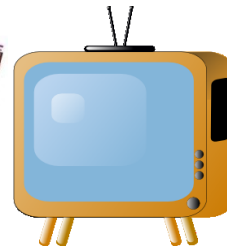
SP
SS plans





Media Center Facilities

- Media Lounge or Hospitality Area
- Media relations office
 - located within close proximity of the media workroom
 - the office should be stocked at all times



Media Center Facilities

- Press conference and interview facilities
 - quiet/limited access space
 - media seating
 - table microphones with flashes for interviewees
 - wireless microphones for moderator and interviewer questions
 - camera/photographer riser
 - lightning for stage and podium

