



Sports Management

Public Relations Portfolio Guidelines

Directions: In this portfolio project, you will come up with a public relations strategy and write a press release for the following scenario.

Imagine you are the general manager of a minor league baseball franchise. Your beloved play-by-play announcer of 30 years makes an offensive comment about a group of people over the airwaves. Instantly, your team begins to receive negative e-mails and comments, and fans threaten to never attend another baseball game at your ballpark.

Step One: List the name of your team, the league in which this team plays, and why there is a need for a press release.

Team name or person:

League or sport of participation:

Reason or need for the press release:

Step Two: Develop a public relations strategy that involves two or three steps. This strategy should involve damage control and should take into account the target market.

Step Three: Write a press release that performs damage control. Your press release should be one paragraph or longer. Click on the link in the lesson to see examples of press releases. Model your press release after these examples.