

Entertainment, Sports and Travel PR, Lobbying

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Entertainment and Sports

- ☞ Fame vs. Notoriety
- ☞ Publicists vs. PR practitioners

Why Celebrity Publicists?

- ☞ Self glorification
- ☞ Repair bad image
- ☞ Desire for money

Need for publicists...

- ☞ Fascination
- ☞ Wish-fulfillment
- ☞ Hero worship
- ☞ Sense of belonging
- ☞ Desire for entertainment

What roles do publicists play?

Publicists' roles

- ☞ "Damage control" - not really
- ☞ Ethical problems - not really

Publicists' role...

to earn media coverage for their clients!

Publicity Campaign Plan

- ✍ Interview Client
- ✍ Prepare Client Bio
- ✍ Create Publicity Plan
- ✍ Coordinate Plan Execution
- ✍ Record Results

Entertainment PR

Stimulate ticket sales, listenership, viewership and attendance

Sports

- ⚡ Primary function - media relations
- ⚡ Media training
- ⚡ Publicity

Travel PR

- ⚡ Stimulate desire to visit
- ⚡ Provide educational materials for travelers
- ⚡ Evaluate visitors' stay
- ⚡ Educate travelers of safety measures

Lobbying

- ⚡ Legislative process
- ⚡ Legislative districts
- ⚡ Federal/state

Legislative Process

- Assembly member or Senator introduces a bill
- Bill is read in session and sent to appropriate committee
- Committee holds hearings, votes on bill
- Bill moves to chamber floor
- Legislature approves bill
- Bill goes to Governor for signing
- Once Gov. signs bill -> bill becomes law

Lobbyists

- Build coalitions
- Mobilize grassroots groups
- Meet w/ legislators and their staffs
- Petitions the government on behalf of client

Lobbyists

- Present accurate information
- How legislation hurts or helps client
- Legislators depend on lobbyists just as journalists depend on PR practitioners

Types of Lobbyists

- ⚡ Full-time employee of organization
- ⚡ Full-time employee of agency or firm
- ⚡ Specializations
- ⚡ Consultants

Lobbying Approaches

- ⚡ Direct
- ⚡ Indirect (grassroots)

Any questions?
