

All Sports Television Network



PR Action Plan

Presentation By: Emily Herr





Sports Without Borders



Key Themes

Creating a compelling PR angle for All Sports Television Network can emphasize inclusivity, diversity, and the celebration of lesser-known sports.

Inclusivity & Diversity

- Highlight the commitment to showcasing both popular and niche sports, ensuring every athlete has a platform.
- Use the tagline: “Sports without Borders.”

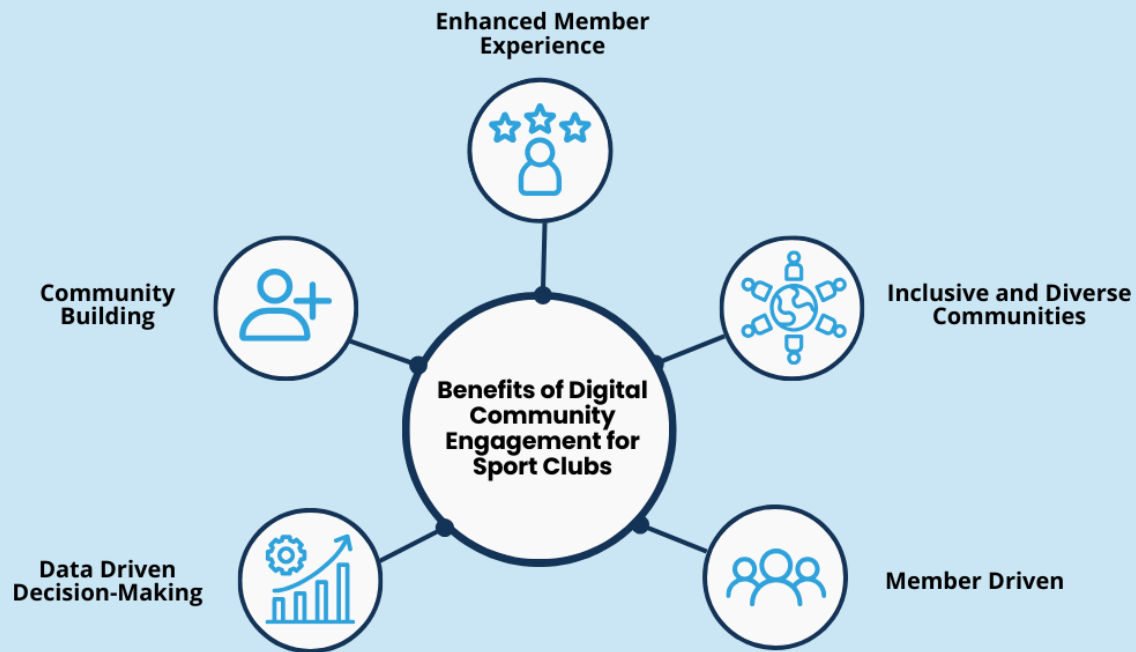


Spotlight on Underrepresented Sports



- Feature stories and documentaries on sports that often fly under the radar, such as ultimate frisbee, quidditch, or curling.
- Create segments like "Hidden Gems: Sports You Never Knew Existed."

Community Engagement



- Organize local sports events or competitions, inviting communities to participate and celebrate their own lesser-known sports.
- Collaborate with schools and community centers to promote youth participation in various sports.



Athlete Stories

- Focus on personal stories of athletes in less mainstream sports, showcasing their passion, challenges, and triumphs.
- Create a series called "Athlete Spotlight" that dives deep into the lives of these sports figures.



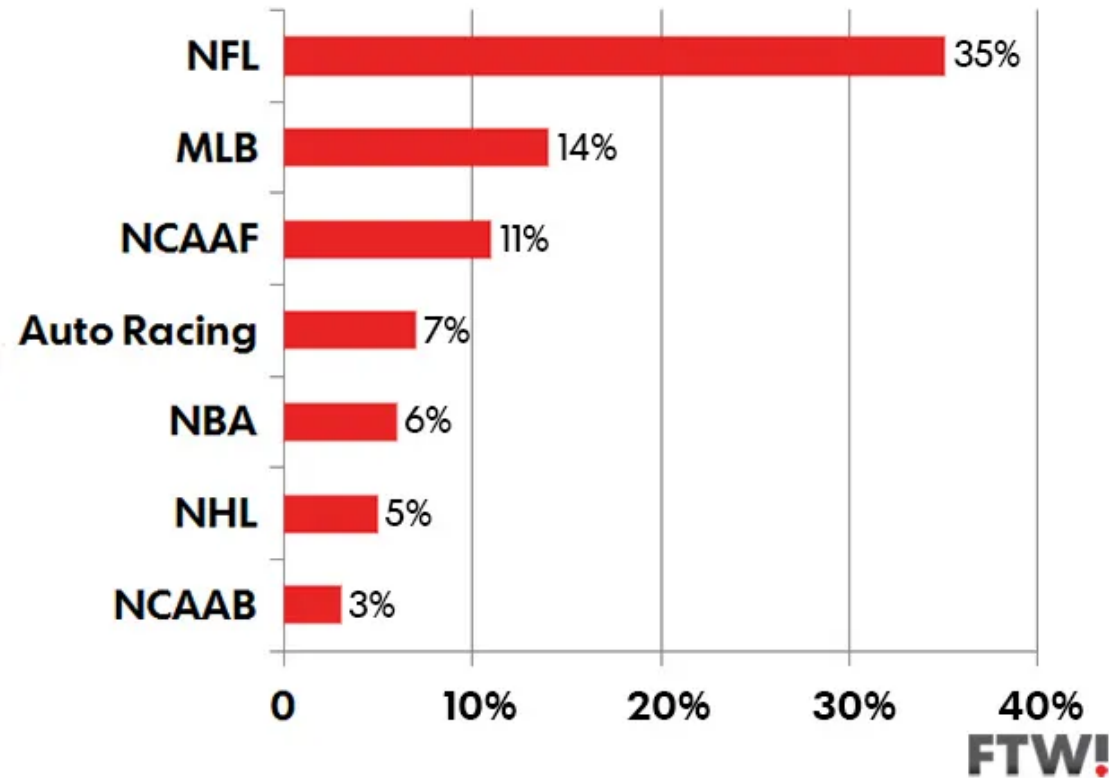
Interactive Programming

Encourage audience participation by allowing viewers to vote on which sports they want to see highlighted next.

Use social media campaigns to let fans share their favorite obscure sports and athletes.

MOST POPULAR SPORT IN AMERICA

"If you had to choose, which ONE of these sports would you say is your favorite?"



Educational Content

Offer segments that explain the rules, history, and significance of various lesser-known sports to broaden audience understanding.

Partner with sports historians and experts for in-depth analysis.

How to Learn Sport as an Adult



Themed Weeks or Months

Dedicate specific times to certain sports, such as "Extreme Sports Month" or "Team Sports Week," to build anticipation and excitement.



Media Outreach

- Craft press releases focusing on unique sports stories and upcoming events.
- Use influencer partnerships with athletes from diverse sports to reach broader audiences.
- Engage with niche sports communities online to build trust and credibility.

By promoting inclusivity and providing a platform for all sports, the network can position itself as a leader in the sports broadcasting industry, attracting a diverse audience and fostering a love for all forms of athletic competition.

A good PR angle for a sports TV network can revolve around several themes that resonate with audiences, stakeholders, and sponsors.

The Following are some compelling PR angles

1. Community Engagement and Grassroots Sports · Angle: Highlight partnerships with local sports teams, schools, and youth programs to promote grassroots sports. · Execution: Sponsor local tournaments, provide scholarships for young athletes, or feature stories about local sports heroes.



2. Diversity and Inclusion in Sports · Angle: Showcase initiatives that promote diversity, equity, and inclusion within sports broadcasting and the sports community. · Execution: Create campaigns that highlight diverse athletes, coaches, and analysts. Host events or panels discussing representation in sports.

3. Sustainability in Sports · Angle: Focus on the network's commitment to sustainability and eco-friendly practices in sports broadcasting and events. · Execution: Feature environmentally friendly sports events, promote sustainable practices among teams, and highlight partnerships with organizations focused on sustainability.



4. Fan Engagement and Experience · Angle: Emphasize innovative ways to enhance fan experiences, both in-stadium and at home. · Execution: Promote interactive features, such as live polls during games, fan-driven content, or behind-the-scenes access to events and athletes.

5. Health and Wellness in Sports · Angle: Advocate for health and wellness initiatives in sports, focusing on mental health awareness for athletes and fans.
· Execution: Launch campaigns that promote physical fitness, mental health resources, and wellness tips from athletes, including interviews and expert panels.



6. Women in Sports · Angle: Highlight the achievements of female athletes and the growing visibility of women's sports. · Execution: Dedicate programming to women's sports, feature female analysts and commentators, and create campaigns around significant women's sporting events.

7. Technology and Innovation in Sports Broadcasting · Angle: Showcase how the network is leveraging technology to enhance sports viewing experiences. · Execution: Promote innovative broadcasting technologies, such as augmented reality, virtual reality, and enhanced analytics during games.



8. Celebrating Sports History · Angle: Create programming that celebrates the history and evolution of sports, focusing on legendary athletes and iconic moments. · Execution: Develop documentaries, retrospective shows, or special features that engage audiences with the rich history of various sports.

9. Supporting Athletes Beyond the Field · Angle: Focus on initiatives that support athletes in their post-career transitions. · Execution: Highlight programs that provide career development, education, and mental health resources for retired athletes.



10. Global Sports Connection · Angle: Emphasize the network's role in connecting global sports audiences. · Execution: Feature international sporting events, athlete stories from around the world, and content that highlights the global impact of sports.

By choosing one of these angles, a sports TV network can create meaningful connections with its audience, drive engagement, and enhance its brand reputation. The key is to align the PR strategy with the network's core values and the interests of its target audience.



Measuring the success of your PR angle for an all-sports broadcasting network involves a combination of quantitative and qualitative metrics.

The following are some effective ways to gauge impact

1. Media Coverage:

- Volume of Coverage: Track the number of articles, blog posts, and mentions in mainstream and niche media.
- Quality of Coverage: Assess how positively the network is portrayed in the media, including sentiment analysis of articles.

3. Viewership Metrics:

- Ratings and Audience Reach: Analyze viewership numbers for programs focusing on niche sports compared to mainstream content.
- Time Spent Watching: Measure viewer retention during segments dedicated to underrepresented sports.

4. Community Participation:

- Event Attendance: For local sports events or competitions, track attendance numbers and participation rates.
- Surveys and Feedback: Conduct surveys during and after events to gather insights on audience satisfaction and interest in niche sports.

5. Website and App Analytics:

- Traffic Analysis: Monitor website traffic to content related to lesser-known sports, noting any spikes during specific campaigns or events.
- Content Engagement: Track metrics like time spent on pages, video views, and downloads of related content.

6. Partnerships and Collaborations:

- New Partnerships: Measure how many new collaborations with local sports organizations, schools, or influencers are formed as a result of the campaign.
- Sponsorship Growth: Evaluate whether there's an increase in sponsorships from brands interested in niche sports.

7. Brand Perception:

- Brand Awareness Surveys: Conduct pre- and post-campaign surveys to assess changes in brand recognition and perception related to inclusivity and diversity in sports.
- Net Promoter Score (NPS): Measure how likely audiences are to recommend the network to others based on their experience with the new content.

8. Content Performance:

- Video Metrics: Analyze views, likes, shares, and comments on specific videos or segments highlighting lesser-known sports.
- Engagement with Athlete Stories: Track how well stories featuring athletes from niche sports resonate with audiences.

By using a combination of these metrics, you can gain a comprehensive understanding of the impact of your PR angle, allowing for adjustments and enhancements to future campaigns.