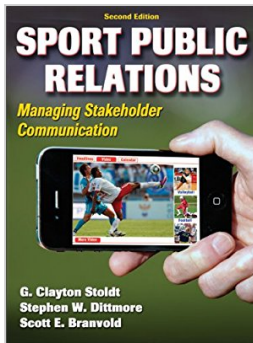


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## **Sport Public Relations - 2nd Edition: Managing Stakeholder Communication**

*By G. Clayton Stoldt, Stephen Dittmore, Scott Branvold*

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### **Sport Public Relations - 2nd Edition: Managing Stakeholder Communication** By G. Clayton Stoldt, Stephen Dittmore, Scott Branvold

*Sport Public Relations: Managing Organizational Communication, Second Edition*, takes a comprehensive, businesslike approach to the practice of public relations in sport. Rather than address public relations only as a means of supporting the marketing function or leveraging the media's interest in an event or organization, this text recognizes public relations as a function that is integral to many aspects of a sport organization's goals.

The book covers all aspects of public relations, starting with the foundations of PR in sport and progressing all the way through legal and ethical issues that sport public relations professionals encounter. The second edition has been reorganized to better emphasize new opportunities for sport organizations to directly engage the masses and function as their own media. Following are some of the exciting updates to this edition:

- Discussion of social media and other e-technologies now permeates the entire book rather than being limited to a single chapter.
- Updated chapters on new media, corporate social responsibility, and legal and ethical issues reflect areas of growing emphasis and concern for sport organizations.
- New "Insight From a Professional" and other sidebars offer readers a firsthand account of the roles of PR professionals in today's sport environment.
- A complete set of ancillaries helps instructors incorporate e-technology into their courses and prepare engaging class discussions.

In a clear and engaging style, *Sport Public Relations, Second Edition*, expresses the roles of public relations and PR professionals as vital components to a sport organization's overall management. Updated tools including sample media releases, credentials letters, and media guides provide students with tangible

examples of the work that PR professionals produce. Special elements throughout the text teach students what sport communication work is like, the tasks and dilemmas practitioners face, and available opportunities and careers in the industry. Real-life examples and historical events demonstrate how sport communication has evolved and the vital role it plays in effective sport management. Chapter objectives, key terms, summaries, and learning activities keep students focused on key topics and allow them to better prepare for course projects and class discussion.

*Sport Public Relations, Second Edition*, provides the theoretical basis for industry practice as well as guidance on applying those concepts. Readers will learn about the history of sport public relations and how it is evolving; the foundations for effective media relations in sport, including information services and organization media; and the critical need for a crisis communication plan and management considerations. Readers will also consider the diverse forms of public relations practice, encompassing media, community, employee, investor, customer, donor, and government relations.

With this text, both students and professionals will understand the full range of functions in the realm of sport public relations and how to be progressive in their current and future public relations practices.

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**G. Clayton Stoldt, EdD**, is a professor and chair of sport management at Wichita State University in Kansas. He has taught and conducted research in sport public relations since 1998. He was a college sport information director for 10 years and currently maintains involvement in sport PR practice through media service roles such as television time-out coordinator and statistician for televised games.

In addition to the first edition of *Sport Public Relations*, Stoldt has published six book chapters and 37 articles in academic and professional publications, and he has made several presentations on the subject of sport public relations at various academic and professional conferences. His work as a sport information director has also been recognized in various state and national competitions. Stoldt is a member of the North American Society for Sport Management (NASSM) and the College Sports Information Directors of America.

Stoldt enjoys spending time with his family and friends, attending sporting events, and reading.

**Stephen W. Dittmore, PhD**, is assistant professor of recreation and sport management at the University of Arkansas in Fayetteville. He also teaches a course in sport media and public relations for Instituto de Empresa in Madrid, Spain.

Dittmore worked for 10 years in sport public relations for the Olympic movement in both the 1996 and 2002 Olympic Games as director for the Salt Lake Olympic Organizing Committee, coordinator for the Atlanta Committee for the Olympic Games, and public relations manager for USA Wrestling. He is on the editorial board for the *International Journal of Sport Communication* and is a member of the College Sport Research Institute, North American Society for Sport Management (NASSM), Sport Marketing Association, and Sport and Recreation Law Association. In 2011, he was recognized with the Rising Star Award at the University of Arkansas.

Dittmore enjoys traveling with his wife and family and playing sports with his son.

**Scott Branvold, EdD**, is a professor of sport management at Robert Morris University. He has over 20 years of teaching experience in the sport management field and practical experience in sport information and event management. Branvold earned his doctorate in education from the University of Utah. He is a member of the North American Society for Sport Management (NASSM) and is a faculty athletics representative at Robert Morris University. He has contributed chapters to two publications, written articles for sport marketing and management journals, and given several presentations on topics relating to sports.

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