



Summary

Sports public relation is a managerial, communication-based function designed to identify a sport organizations key publics, evaluate its relationships with its public, and foster desirable relationships between the organization and its publics. While the public relations function often complements, the marketing function within sport organisations, it is distinct in it that it engages a more diverse group of publics and seeks relation rather than transactional outcomes. Public relation is a powerful promoting tool capable of generating substantial publicity for the sports organisation; however, promotion and publicity do not represent the whole of public relations. The practice of public relations within sports is diverse, but its two most common forms are media relations and community relations. Media relations programs focus on building relationships with members of the mass media in order to maximize negative publicity. Community relations programs are structured to allow members of the sport organization to come in direct contact with their constituents and to allow the sports organization to gain public favour by contributing to charitable initiatives.