

SMS

WHAT YOU MISSED

Sports PR Summit



BIG Idea



Sports can be an agent of good. It's a platform that people can address issues including racism, equality, accountability, etc.

- @SportsMediaChal

"There is equality in sports, speak out."

"No one has really used sports to create change...Sports can create change"



Stephen Ross

Owner of the NFL's Miami Dolphins
Founder of RISE (@RISEtoWin)

RISE is a nonprofit organization dedicated to harnessing the unifying power of sport to advance race relations.

Women in Sports



Lisa Leslie
WNBA Champ
Olympic Gold Medalist

"Either you're good at your job or not, it shouldn't have anything to do with your gender...We owe it to the next generation to fight for women in sports."



Kraig Kann
CCO -LPGA

"The job is to change the narrative about women in sports."

Success shouldn't be defined by gender.

- @SportsMediaChal

BIG Idea



The Art of Storytelling: Through authenticity, honesty and authority, you can showcase the business side of your brand while also highlighting your personality. If you're writing about another brand, always check your facts.

- @SportsMediaChal



"Best athlete voices are authentic, authoritative and answerable."

Brian Brett
@brianbrett_

Storytelling and Brand



Bonnie Bernstein

VP, Content & Brand
Development - Players
Tribune

"Storytelling with integrity helps brands authentically engage with their consumers on social media"

"Best way to be your own "publicist," shape perception, engage w your audience!"



Isiah Thomas

Boston Celtic All-Star

"I use social media to expand my brand & stay in touch with fans. You've got to take the good with the bad"

"Bad news travels fast" - On power of social, and how athletes must be careful about their posts



Jill Geer

Chief Public Affairs Officer
U.S.A Track & Field

"Over trained people aren't authentic. Free to express opinion, but prepares athletes for any/all responses."

"We take a light-handed approach to media training. Over-trained athletes are not authentic."

Storytelling is important, not 1 size fits all; tailor messages & utilize millennials native to platforms.

- @SportsMediaChal

Jeff Gordon

Four-time NASCAR Cup Series
Champion and NASCAR on FOX analyst.

Key Points: Jeff Gordon & team invest in the relationship side of social media (engagement), athletes represent more than themselves on social media. Business is at the heart of why he uses it - Gordon's team aims to balance the brand with his personality.

@JeffGordonWeb on initial reluctance to use Twitter: "I didn't understand why I would send a mass text to the world." #SportsPRSummit
- Via @ffrommer

@jeffgordonweb says athletes represent more than themselves on social media consider team, sponsors. #SportsPRSummit
-Via @LaurenRenschler

Often I wanted to say something & pulled back. Other times sent post & never sorry I did.
@JeffGordonWeb #smsports #SportsPRSummit #nascar
-Via @kathleenhessert



"My PR team has never been afraid to be honest with me." @JeffGordonWeb on what makes a great athlete/PR relationship.

-Via @MichaelEhrlich

"@JeffGordonWeb follows 24 fans wkly who follow him. 😊 Fans you have a chance
#SportsPRSummit"

-Via @sportsmediachal

Snapchat

NASCAR is all in with Snapchat, biggest challenge is accurately measuring the impact... MLB lets players snap in the dugout.
- @kathleenhessert



Matt Bourne

MLB VP Communications

"Snapchat allows us to reach an audience than we can't normally reach... Inclusion has been very important topic for us"



David Higdon

NASCAR VP Integrated Marketing Communications

"You have to be all in or you will fail"

"The Snapchat platform is built around content"



MLB Snapchat from Spring-Training



Snapshots from the Sports Media Challenge Snapchat account during the conference





Kathleen Hessert's
 President of Sports Media Challenge
www.sportsmediachallenge.com

THOUGHTS



Virtual Reality

Virtual Reality is powerful as a potential tool to combat racism. Helps to put yourself in someone else's shoes.



Storytelling

Storytelling is at the core of success on social in sports.

@kathleenhessert

@SportsMediaChal



Consumer power today isn't just in the pocketbook. They can become powerful brand evangelists.
 #SportsPRSummit #smsports

All abt consistency w/your brand. When something wrong, Be fast, authentic, transparent. Women held 2 higher standard #SportsPRSummit

How would you fix things 4 athletes today w/media? Be innovative, accept ppl 4 who they are. Don't judge so much, so fast.
 #SportsPRSummit

Showing personality & being relatable can showcase that other side of an athlete for fans.
 #SportsPRSummit

Network Insight

Syracuse University forbids students from official internships in North Carolina due to controversial new bathroom law. #internships #failNC

- @SportsMediaChal

"Sports is the right platform for messages of inclusiveness"

- Gary Bettman



This law bans individuals from using public bathrooms that do not correspond with their biological sex, as dictated by their birth certificates. It also bars cities from passing anti-discrimination ordinances to protect gay and transgender people.