**LIVE SPORTS & ENTERTAINMENT BROADCAST!!**

**IDC4U/O SPORTS & ENTERTAINMENT MARKETING**

**GRADE 12 ISU**

You have learned many aspects of Sports & Entertainment marketing. Including the different ways to get the product to the customer and what effective marketing is. Your task is to present a live broadcast to the class. Your broadcast should be engaging with a lot of energy, assisting media, and marketing examples.

* You must include a minimum of 5 current sports and/or entertainment events/occurrences to a maximum of 10.
* You can do all sports or all entertainment or a mix of both. Your headlines should be mostly related to a marketing event. Examples: Sidney Crosby is the new face of Reebok, George Clooney and Danny Devito to be faces of new coffee machine, Record label drops Kanye for controversial lyrics, etc.
* You should start with an intro to your broadcast, with catchy program name, and personal introductions.
* Each headline story should be reported and expanded upon by a live news anchor. This must be accompanied by a short video clip or series of pictures.
* You can have up to three news anchors and one person running the video clips. (Maximum 4 in a group). Your broadcast should be 10-15 minutes long.
* Make sure you do multiple run-throughs so your presentation flows well.
* If you want to add a different spin on it, you can broadcast from the past, with past news stories and headlines. You can even dress up as news anchors may dress in that time period.
* *Work periods for ISU – Monday – Friday, June 6 – 10*
* *Presentation Dates – Monday – Wednesday, June 13 – 15*

To Hand In:

1. Title Page
2. Written Script from broadcast
3. Reflection – 2+ pages. Write about each news story you reported on and how it relates to marketing. Did the event help or hurt the promotion? Who did it effect? If endorsement, why did the company choose that celebrity? If negative story, why did it happen? How did it affect the sales promotion?
4. Bibiography (sources for news stories)