



ICM

JUNE 2016

SPORT & THE MEDIA

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. Sport organisation employees face many challenges when a crisis breaks in the media, including the assessment of the crisis and communicating necessary information to stakeholders as quickly as possible. Describe the general communication principles that will likely aid the containment of the crisis or scandal. [20]
 2. 'Sports stars are a valuable resource, but it is also clear that they can become a liability, often unexpectedly and quickly.' Discuss with relevant examples whether you agree or disagree with this statement. [20]
 3. Mark McCormack, the high-profile sports management pioneer, believed that an athlete's profile, and therefore their celebrity, could be built through sustained positive media exposure. Explain, using a sport of your choice as an example, how this is possible. [20]
 4. 'It is clear that professional sport would cease to exist in its current form without the media. The management of the media requires systems and strategies to ensure the success of sport organisations.' Using examples from various sports explain this statement. [20]
 5. How has modern technology, and in particular the Internet, allowed the media to play such a prominent role in sport on a global basis? Discuss using examples from several sports. [20]
 6. The interview is a key point of interaction between sport and the media. It can be a powerful tool for sport organisations but just as easily it can prove dangerous, so it is important that interviewees fully prepare themselves via a checklist. Discuss the FOUR key areas of the interviewee checklist. [5 each]
 7. There are FIVE recognised distribution outlets for distributing media content within the sports industry. Discuss EACH one in terms of its pros and cons with relevant examples. [4 each]
 8. How do sponsors access consumers within the sport media environment? Discuss. [20]