

MDST 3170

Writing for Public Relations

Assignment 2 – News Release from a Speech

March 4, 2015

Summer Simon

### **Objectives**

Through the use of the this news release I hope to achieve the following:

- Provide information regarding the awards to the media in order to reach the public
- 100 pieces of media coverage (print, broadcast and digital) within one week of the 2014 SportsBusiness Awards
- 500 mentions on social media within one day of the event specifically Twitter and Facebook

These objectives will be achieved through delivering valuable name recognition, credibility and facts to the media in order to gain the necessary media coverage by preferred media.

Desirable media for this story would include newspapers specifically their sports section, magazines such as Sports Illustrated and sports news networks such as NBC Sports, Fox Sports, TSN, and Sportsnet.

A successful outlet to cover our story would be coverage by Pat Leonard from New York's number one sports section, the New York Daily News. He is a New York Rangers and NHL beat writer. Since the awards took place in New York, ideally for coverage in this area, he would be an ideal media contact in order to cover this story.

Contact Info:

Pat Leonard

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### **Research**

- 2014 Sports Business Awards took place at New York's Marriott Marquis in Manhattan – May 21, 2014
- Hosted by [SportsBusiness Journal](#) and [SportsBusiness Daily](#),
- NHL and it's commissioner won three awards
  - NHL was awarded for was the 2014 Winter Classic at the Big House at the University of Michigan, which set an attendance record at 105,491
  - Sports League of the Year
  - Gary Bettman won his first Sports Executive of the Year Award

### **Acceptance Speech:**

NHL Commissioner, Garry Bettman is announced as winning Sports Executive of the Year.

*Bettman:*

Thank you. I'm almost breathless and speechless which is actually okay since you've heard from John Collins and Bill Daley and I've now got to figure out what I can say, to add to what they said. What's interesting, it's almost an out of body experience because this time of year, I'm normally presenting a trophy and getting booed, to receive one and get applause is really quite novel. First of all, to Dan Rooney, you're an inspiration to all of us and you really set the standard for all of us in sports so congratulations to you and all you've achieved. To our partners at NBC Sports, Bill said it well, we wouldn't be where we are today if not for the transformational agreement and partnership we created together. And so all of the accolades you've gotten tonight if nothing else makes me feel very proud about some very difficult decisions I had to make along the way, so thank you NBC Sports and congratulations. To the other nominees for tonight, it's an honour to be considered along with you. Any one of the five of us could have won and it would have been a great decision by the Sports Business Journal. Thank you to the SportsBusiness Journal, Richard and Abe, SportsBusiness Daily. Somebody who I know pretty well had a pretty good idea 15, 20 years ago about starting this up and it's this transformational the SportsBusiness Daily and Journal are as almost everything that everybody in this room has been a part of for the last couple of decades. I am fortunate to be a part of an organization of hundreds of people. You heard from Deputy Commissioner, Bill Daley and John Collins and Bill mentioned a whole host of other names. This award isn't for me, it's for all of them. It's for the hundreds of people at the NHL and NHL Enterprises. It's for the thousands of people at the club level who put on this great game every night. It's for the players and it's for all of our families. My wife is fond, my wife of 39 years, Shelly is fond of telling me I don't have a job, I have a lifestyle and I am grateful to have it. I can grateful to be part of an industry that does extraordinary things on a daily basis. That serves as a role model for so many things that are right in the world and that gives all of us an opportunity to have fun everyday. It's almost a shame if any of us call it work, because even on a bad day, what we get to do is better than what most people do day in and day out. So it's an honour to be here, it's an honour to have the NHL recognized. I've been doing this for over two decades and this type of recognition is something that for all the people I referred to is probably long overdue. We have a great game, that's almost 100 years old. It has great history, great tradition, great international prominence and we think that our best days are ahead. And so tonight for us has been nothing short of overwhelming and spectacular and I cannot thank all of you enough. So congratulations to the other award winners and again, we are most grateful.



For Immediate Release

## NHL Commissioner, Gary Bettman cracks joke accepting Sports Executive of the Year Award

NEW YORK, NY (May 22, 2014) – You may not see Gary Bettman’s comedic side often, but during last night’s 2014 Sports Business Awards we caught a glimpse of it. During Bettman’s Sports Executive of the Year acceptance speech he light-heartedly joked with the crowd, “It’s almost an out of body experience because this time of year I’m normally presenting a trophy and getting booed. To receive one and get applause is really quite novel.”

Bettman won his first Sports Executive of the Year award at the 2014 Sports Business Awards that took place last night at the Marriott Marquis in Manhattan. The NHL and its commissioner were the big winners taking home three awards including Sports League of the Year, Sports Event of the Year and Sports Executive of the Year. Hosted by SportsBusiness Journal and SportsBusiness Daily, the awards honoured excellence in the sports business from March 1, 2013 to Feb. 28, 2014.

Bettman beat out several other well-known candidates including Fox Sports President and COO Randy Freer, Major League Soccer Commissioner Don Garber, Under Armour CEO and founder Kevin Plank, and Sacramento Kings owner Vivek Ranadive.

The NHL won Sports Event of the Year for the 2014 Winter Classic at the University of Michigan’s Big House setting a record high attendance of 105,491. The league previously won this award for the 2009 Winter Classic that was held in Buffalo, NY. As well, for the second time the NHL took home Sports League of the Year which the league previously won in 2011.

All jokes aside, in his acceptance speech Bettman made it clear that the award he received was a team effort between him and his many coworkers. Referring to how Bettman’s wife described him, he was grateful for not only his day job but cited it as a lifestyle. Bettman gave thanks collectively on behalf of the league and the great game of hockey as a whole. “We have a great game, that’s almost 100 years old. It has great history, great tradition, great international prominence and we think that our best days are ahead,” stated Bettman. Now that’s something no one can argue.

### **About the NHL**

The National Hockey League is a professional ice hockey league composed of 30 member clubs: 23 in the United States and 7 in Canada. Headquartered in New York City, the NHL is widely considered to be the premier professional ice hockey league in

the world, and one of the major professional sports leagues in the United States and Canada. The Stanley Cup is the oldest professional sports trophy in North America, is awarded annually to the league playoff champion at the end of each season.

<http://www.nhl.com/>

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