

Positive effects media has on sport

POSITIVE EFFECT	EXPLANATION	EXAMPLES
1. <u>Increased Exposure of Minority Sports</u>	More media coverage = more popular = more money = more interest = more participation	
2. <u>Increased Promotion Opportunities</u>	Clubs and sports can promote themselves through different forms of media. Sponsors will sponsor more if in the media spotlight.	
3. <u>Education</u>	Better understanding of sports, through rule knowledge and analysis of performance / tactics.	

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4. <u>Increased Income.</u>	Money from advertising, sponsors and TV rights will all benefit clubs	
5. <u>Inspire people and increase participation.</u>	Creates positive role models	
6. <u>Competition between sport and club to attract spectators.</u>	What can clubs or sports do to attract more fans	

