

## **6. Nature of Publicity-Marketing-Media Services for Athletic Programs:**

There are no Media Guides published by the athletic department or the Hazleton Area School District. It was reported that the boy's basketball coach prints a year end recap booklet which includes all the year's highlights and statistics however it appears that no other team does the same or similar. The only events in which the athletic department published press/media game notes was when radio or television is scheduled to be present at a home event.

Generally speaking several female student-athletes and a few male student-athletes felt that publicity for their team was poor or inadequate. Comments from student-athletes included: "the (boy's) volleyball team could use more popularity within the school"; "there is barely anything"; "boy's games are almost always on TV and more is in the paper, boy's sports are favored and girl's sports don't get much publicity"; "the boys get more games on TV and more coverage in the newspaper"; "we don't get too much coverage, the results are usually wrong and other sports are usually valued higher"; "we get limited recognition and very small articles when we do, we were conference champions two years in a row and received low recognition from the media and the school"; "compared to football and boy's basketball we get didley squat"; and "we do not have any fundraising, a booster club or a budget that I know of, some of the parents can't afford to buy shirts and warm-ups every year and I don't think its fair". Coaches' comments included: "girls deserve more, not enough attention given to girls"; and "more press for all sports teams across the board".

Some of the student-athletes indicated that they do not receive any of the services from various support groups such as cheerleaders, pep bands and other spirit activities but would like to have some of those entities at their competitions. Additionally, there are district-wide-criteria regarding athletic letters and certificates requirements, which appears to be equitable.

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#### ***g. Publicity***

**Take steps to further evaluate the needs of the various teams and make available to teams publicity and promotional activities to include, but not limited to; cheerleaders, bands and other spirit groups; school newspaper articles; yearbook coverage; posters and banners; school-wide announcements; pep rallies or assemblies; programs, and trophy cases. While the school district has no obligation to provide publicity or promotional activities for athletics, whatever resources are allocated to these activities, must be distributed equitably.**

#### ***r. Booster clubs***

**Reevaluate the contributions booster clubs are making to each team including fundraising efforts to purchase equipment, supplies and in some cases uniforms. Booster club activity and support although very valuable to a school's athletic program can and often does create disparities. It is the school's responsibility to know what resources are coming into a program and to correct any disparity that those resources may create.**