



BHARATHIDASAN UNIVERSITY

**Tiruchirappalli- 620024,
Tamil Nadu, India**

Department of Physical Education and Yoga

Course Title : sports management and curriculum design in physical education
Course Code : 21MPE33

Unit- (III)

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Equipment and public relation

Need for the equipment

- Equipment acts an incentive to participants.
- With equipment different kinds of activities could be taught and different skills could be acquired.
- When various equipment's are used properly, they develop neuro muscular co-ordination. Equipment's for an institution depend upon the finance available, strength of students, physical education periods, activities in the programme etc. If requirements could not be met due to financial difficulties, the physical education teacher should use other available equipments modifying them.

- **Type of Equipments**

- Permanent (ex) goal post, bar, kho-kho post.
- Temporary (or) destroyable or perishable net, ball, bats, racket etc.

Direction or procedures for the purchase of equipment

- Check what equipments are available in your department at the beginning of the year (previous stock)
- Make a budget, without knowing the income and the strength of the student, you cannot make a purchase.
- List the equipments purchased during the previous year.
- List down the equipments, required to be purchased for the current year.
- After preparing the list of things to be purchased during the year. Avoid over stocking the easily perishable equipment such as bladders, net etc.

Care and Maintenance of Equipment

- Have a separate room for keeping the equipments with stands, shelves, cub boards boxes etc.
- Keep the room clean and it is always better to have a good look
- Only authorized person should handle the equipment.
- Keep a register for equipment.
- Stamp all the equipments to prevent loss.
- After use equipment should be cleared and properly stored in the correct place allotted to them.
- Check all the equipment from time to time to prevent loss.
- Minor repairs can be done if required.

PR SPORTS

- Sports public relations is promoting teams, individual players and sports organizations through earned media channels—including broadcast, print, radio, and online media outlets. Sports PR targets editors, producers, reporters, writers and anchors at mass media outlets such as ESPN, Sports Illustrated, and the Sports Journal.

PLANNING IN PRP

- **Determine your public relations goals**
- **. Know your target audience.**
- **Give your audience objectives**
- **Strategies for every objective.**
- **Tactics for every strategy.**
- **Plan activities**
- **Inform yourself through evaluation**
- **Materials matter**
- **Create a budget.**
- **Stay on task with a timetable and task list.**

Principles of PR

- **Tell the truth**
- **Prove it with action**
- **Listen to the customer**
- **Manage for tomorrow.**
- **Conduct public relations as if the whole company depends on it.**
- **Realize that a company's true character is expressed by its people.**
- **Remain calm, patient and good-humored.**

Public Relation and the Media

Many media (eg, electronic and newsprint) can be employed in a public relations campaign. Some have more significance in certain localities (e.g., your local sports writer) than others, and some are more readily accessible than others (e.g., local cable television). Physical educators athletic directors, and coaches should survey their communities to determine the media networks to which they have access, and that which can be used most effectively and meaningfully to promote their programs and the institutions and communities they represent.