



# THE MEDIA LANDSCAPE CERTIFICATE COURSE

Sports Tourism Learning Institute

## Course Description

Uncover the dynamic media landscape and its vital role in the sports events and tourism industry. This six-session course will teach you how to build effective relationships with media professionals, explore diverse content delivery methods, and craft compelling story pitches and attention-grabbing press releases. This course brings together many industry leaders who will discuss how to navigate social media and optimize destination and event marketing by sharing their own strategies and insights.

You will also find this course provides you with many resources and templates you can use to enhance your media impact. Elevate your next sports tourism event through strategic media communication and promotion.

## Meet the Industry Experts Leading this Course



**Jason Gewirtz,**

Vice President, Northstar Meetings Group Sports Division  
Executive Editor and Publisher, *SportsTravel*

Jason Gewirtz is the vice president of the Sports Division of Northstar Meetings Group and the executive editor and publisher of *SportsTravel*. Gewirtz joined *SportsTravel* in 2008 as managing editor and has served various roles since, overseeing editorial coverage of the magazine and content at the Sports Division's events, including the TEAMS Conference & Expo, TEAMS Europe, and the EsportsTravel Summit. A veteran daily newspaper journalist and editor prior to joining *SportsTravel*, Gewirtz worked for the *Press-Telegram* in Long Beach, California, from 2000–2008 as a city

## STLI Certificate Playbook Course

**STS Credits:** 4

**Format:** Online, Self-Paced

**Length:** 6 sessions - approx. 4-6 total hrs

**Sports ETA Member Price:** \$399

**Non-Sports ETA Member Price:** \$499

hall reporter and city editor. He also worked as a reporter at the *Daily Camera* in Boulder, Colorado, and at the *Broomfield Enterprise* in Broomfield, Colorado. He is a member of the board of directors for the Sports Events & Tourism Association. Gewirtz graduated with a journalism degree from the University of Colorado and has won numerous awards as both a writer and editor.



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### **Matt Traub, Managing Editor, *SportsTravel***

Matt Traub is the managing editor for *SportsTravel*, focusing on the magazine's content and digital and social media strategies. Before joining *SportsTravel* in 2019, he worked in sports departments at several newspapers across the United States, most recently as the assistant sports editor at the *Salt Lake Tribune*. Under his leadership, the organization grew a digital audience around the region's most-loved topics: the Olympics, the Utah Jazz, and college football. He also was in charge of sports departments at newspapers in New York, Pennsylvania, and South Carolina that were repeatedly recognized by the Associated Press Sports Editors as a Top 10 section nationally with coverage of everything from the Little League World Series to Southeastern Conference football.



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### **Ally Dorrough APR, Communications and Marketing Manager, Gulf Shores | Orange Beach Sports & Events**

Born and raised in Montgomery, Alabama, Ally Mills Dorrough, APR, TMP, received her bachelor's in public relations at Auburn University in 2011. Dorrough joined Gulf Shores & Orange Beach Tourism in 2013 as its public relations coordinator and became the communications and marketing specialist in 2018. In 2023, she was promoted to communications and marketing manager for Gulf Shores & Orange Beach Tourism and Gulf Shores | Orange Beach Sports & Events, where she oversees PR, communications and marketing efforts for the sports/events, meetings and international markets. Additionally, Dorrough is an elected member of the national PRSA Travel & Tourism Section Executive Committee (2024 national chair), Alabama PRSA Board of Directors (2024 vice president), Auburn University Public Relations Advisory Council (2023-2025 secretary) and serves on the South Baldwin Chamber Foundation Board of Directors. Dorrough and her husband, Dan, have been married since 2012 and have two young children. Outside of work, Dorrough enjoys serving with the youth at her church, cooking, baking, preserving, and all things Auburn (WAR EAGLE!).



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### **Carli Feinstein**, Managing Director, Craft & Commerce

Carli Feinstein is an accomplished marketing leader specializing in integrated marketing, brand management, and partnership development. As managing director at Craft & Commerce, she partners with the executive team and the company's cross-functional leads to create the overall growth strategy for the agency and contribute to overall growth initiatives. As vice president of brand and experience at national women's health organization, Bright Pink, she oversaw brand management, marketing strategy, creative & content production, and brand partnerships. These efforts inspired hundreds of thousands of women throughout the United States to engage in Bright Pink's digital products, initiatives, and campaigns annually. After receiving a bachelor's degree in public relations and a minor in business from the University of Texas at Austin, Feinstein began her career in marketing account management focused on branding, sponsorship, experiential and cause marketing for Unilever and Philips clients. She is a founding member of Chicago's Global Shapers, a globally recognized group of young leaders empowered by the World Economic Forum to improve the lives of Chicagoans. Additionally, Carli has served as an advisor for start-ups across health, child-development, and tech sectors. She lives in Chicago with her husband, Matt, and daughters, Levi and Sloane.



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### **Shalise DeMott**, Vice President of Sales, Northstar Meetings Group

Shalise DeMott is an accomplished sales leader with a passion for connecting people to destinations, new experiences, and others. As Vice President of Sales, she leads sales efforts for the Northstar Meetings Group across all channels of digital, data, events and print, creating bespoke programs and strategic partnerships in meetings, incentives and sports. Prior to joining Northstar, DeMott led sales initiatives in local, regional and national business units for the South Florida Sun-Sentinel/Tribune Corporation and worked with Miles Partnership representing the Visit Florida and Brand USA programs. She has consulted on digital sales training programs for community newspapers, start-up sales efforts for a national digital outdoor media group and co-founded a small retail stationery and gift boutique in Boca Raton. DeMott holds a degree in International Business and Marketing. She is a member of the Junior League of Boca Raton, SITE Florida/Caribbean past board member, Destinations International, Incentive Merchandise Association, PCMA, MPI and Chief.



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## Course Learning Outcomes

By completing this course, you will:

- Explore the major forms of media and analyze the evolving media landscape to identify trends and changes shaping the industry.
- Develop strategies to establish and nurture productive relationships with media professionals, fostering collaborations for successful coverage of your sports events.
- Investigate the major forms of content delivery, including digital platforms and traditional channels, to optimize communication and engagement with your target audience.
- Learn how to pitch your story ideas effectively to media outlets, mastering the art of presenting narratives that captivate and resonate with journalists.
- Acquire techniques to craft press releases that stand out in a crowded media landscape, ensuring your sports events garner the attention they deserve.
- Identify the essential do's and don'ts of social media platforms, and develop a cohesive social media strategy to enhance your brand's online presence.
- Discover the best practices for marketing sports destinations and events, employing innovative techniques to reach a broader audience and drive success.

## Course Content

This is a fully online, self-paced course consisting of six sessions. Each course session includes an informative video lecture, printable PDF resources, and knowledge checks. This course takes approximately four to six hours to complete.

### Session 1

#### **Introduction and Overview of the Media Landscape, with Jason Gewirtz and Matt Traub**

In session one, Jason and Matt will define the meaning of the Media Landscape and its intricate dynamics within the sports events industry. They will discuss how to navigate through the ever-evolving terrain of media trends and provide insights that will prove invaluable as you progress through and explore the fascinating intersection between media and sports tourism.



## **Session 2**

### **Building Effective Media Relationships, with Jason Gewirtz and Matt Traub**

Session two dives into the important skill of building effective media relationships. In this session, you'll discover strategies to navigate the nuances of media relationships, contributing to the success and positive representation of sports events and tourism. Get ready to enhance your skills in cultivating lasting connections in the dynamic world of sports media.

## **Session 3**

### **Media Pitch Best Practices, with Matt Traub and Ally Dorrough**

In session three, Matt and Ally discuss the art of crafting compelling media pitches. By the end of this session, you'll be equipped with best practices to create impactful and well-thought-out media pitches, enhancing your ability to convey your message to the media landscape successfully.

## **Session 4**

### **Press Releases That Get Attention, with Jason Gewirtz and Ally Dorrough**

In session four, you will dive into the art of crafting press releases that will grab everyone's attention. Discover the strategic timing for sending press releases, master the basics of creating compelling content, understand what media outlets seek in a press release, and so much more. This session also includes many useful resources and templates for you to take and use!

## **Session 5**

### **Social Media Do's and Don'ts, with Matt Traub and Carli Feinstein**

In this session, Matt and Carli will debunk the myth that one size fits all in the social media landscape. You will learn how to strategically leverage data to your advantage, gaining insights that enhance your social media effectiveness. Whether you're a novice or a seasoned user, this session equips you with the knowledge to navigate social media with precision.

## **Session 6**

### **Sports Media Marketing, with Jason Gewirtz and Shalise DeMott**

In session six, Jason and Shalise will discuss how to optimize your marketing strategies with proven best practices. Learn diverse strategies, understand campaign conceptualization, and determine the most effective campaign types. Uncover the power of successful FAMs). By the



end, you'll be equipped with insights to elevate your media marketing efforts and drive impactful promotions.

## Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

## Questions?

If at any time you have questions about this course or any of our other courses, please contact us at [info@sportseta.org](mailto:info@sportseta.org). Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at [support@sportseta.org](mailto:support@sportseta.org).

