R186 - Positive Effects of The Media

CNAT Sports Studies

PE Classroom

- Creates Role Models
- Increases Awareness & Improves Participation
- Inspiring Others to Participate
- Sport Initiatives
- Promotes Healthy, Active Lifestyles
- Exposure For Emerging Sports
- Relationship Between Sport & The Media to Increase Revenue
- Raise Profiles of Sports/Health & Fitness Industry
- Promotional Opportunities For Businesses
- Education of Sports
- Sport As A Commodity
- The Golden Triangle