

**Corporate Social Responsibility and Volunteerism in Greek Basketball Teams:
Public Relations Strategies in Panathinaikos BC and Olympiacos BC**

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Abstract

This paper focuses on public relations in sport, with particular emphasis on Corporate Social Responsibility (CSR) and volunteerism. It examines strategies implemented by sports organizations, with emphasis on the basketball teams Panathinaikos BC and Olympiacos BC, to improve their public image and their relationship with society. The study highlights the lack of a separate public relations department in Greek sports organizations, as, these responsibilities are integrated into the marketing department. The research is based on content analysis in the public actions of the teams, to evaluate their contribution to the management of their image and the enhancement of social relations. The results show that CSR and volunteering actions play a crucial role in strategic communication. It is proposed to create specialized PR departments, which will focus exclusively on the development of communication and social responsibility strategies.

Keywords: Public Relations, Sports, Sports Organization, Sports Public Relations, Sports Marketing Organizations, Social Responsibility, Basketball

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Introduction

The management of modern sports organizations requires the management of their public image and communication with various stakeholders such as fans, sponsors and media. Public relations in sport is a strategic function for building and maintaining strong relationships while promoting social responsibility and public visibility. This study focuses on basketball, a highly popular sport in Greece, and its two leading teams, Panathinaikos BC and Olympiacos BC. The aim is to analyze the public relations strategies implemented and suggest ways to improve their effectiveness. Public relations in sport are a crucial tool for managing the image of sports organizations. This article examines the strategies applied to improve the public image of sports teams through social responsibility actions. The issue is particularly important as it highlights the need for specialized structures to support strategic communication.

Definitions of Public Relations

The phrase "Public Relations" was first used in the United States by the United States Postal Association and in the first decade of the twentieth century, the public relations office at the institution was established in this nation. The first commercial company that provided public services to its consumers was established in 1906. The Association of Public Relations (IPR) offered a definition of public relations in 1987 that is still used today. According to this definition, public relations involve deliberate and sustained efforts to build and maintain goodwill and mutual understanding between an organization and its intended audience. The terms 'programmatic' and 'ongoing' suggest that goodwill and understanding are not easily acquired and must, in fact, be 'built' and 'maintained'. These terms also imply that PR activities are planned and that the aim of PR is to create goodwill and understanding. In the final definition of PR, public relations (PR) are defined as the way a company uses to maintain its reputation, assets and/or personnel to gain recognition and support. PR is also referred to as the vital artery, the permanent brain and engine of the organization. Public relations are the art and social

science of connecting an organization's internal and external stakeholders. PR attracts intent and how initiatives are implemented. A public relations professional is a trusted advisor to managers and all people. Therefore, it is important that managers and employees have full faith in him or her. The PR must see it all and present it beautifully.

The importance of public relations

In today's highly competitive business environments, public relations (PR) play a decisive role in humanizing interactions between organizations and their stakeholders, contributing to the creation of respectful and productive relationships. (Papatriandafyllou, 2008). Public relations aim to shape a positive image and reputation of the organization, through communication strategies that aim to satisfy the needs of the public and manage the perceptions of stakeholders (Henderson, 2005; Yang, 2007). Unlike advertising, which seeks direct sales, corporate communications focus on the long-term development of trust and corporate image (Tenkku & Jamilab, 2015). At the same time, they contribute to strengthening relationships with investors, employees, government agencies and the media, as well as managing crises and ensuring transparency in corporate communication (Capriotti & Moreno, 2007). The primary goals of PR strategies include building a positive reputation, developing relationships with all stakeholders, managing communications errors, dealing with crises and shaping positive public opinion through persuasion and accurate information (Association of Business Consultants, 2017). Overall, public relations acts as a strategic communication tool, enhancing public understanding, stakeholder trust and organizational sustainability.

Public relations programs

A PR program consists of a set of PR actions that implement a strategic plan with a timetable to achieve that specific objective. These programs are based according to the needs that arise. These programs are implemented through research when it is observed that the organization wants to change its image, to promote relationships of mutual interest, to comply with the needs of the public and the audience to which it is directed. For professional training in a public relations program, you need:

- a) research and data collection
- b) organization of all those public relations activities that have finished the program.
- c) defining a schedule with a specific beginning and end.

- d) establishment of a team where in the program everyone will have his/her own responsibilities and tasks after a study everyone will have his/her own position.
- (e) a strategic plan. This part includes the budget and costs of the program and other forms of resources (funds).
- f) The success of the program in terms of the numerical data of public relations activities.
- g) The building of the implementation capacity to establish the program and team support.
- h) directed towards a specific web-based audience (Papatriadafyllou, 2014).

Design Stages Design Stages of Program Design



Stage of planning program (Source: Business Consultants Association 2017)

Public relations practitioners relied on the four-stage model proposed by John Marston (EDEA), which stands for Research, Action, Communication and Evaluation (Fraser P. Seitel, 2018). Public relations should operate in an organized manner based on the program they have set. This organized model applied by PR consultants is divided into six parameters:

The market analysis: before starting the stage of forming the program first we need to define the principle of the program. The company should analyze where it stands in the market and how willing it is to address the issues that will arise. The execution of operational and corporate objectives helps to develop interest and strategic objectives for communication.

Setting Objectives. The business should define the objectives and what the goals are depending on what it wants to achieve and what it wants to change. These purposes should be

- a) Specific: they should be easy, understandable and only meet one purpose.
- b) Measurable: they should be easy to understand, simple and easy to understand, and should be limited to one purpose. b) Measurable: they should be measurable.
- c) Achievable: To be achievable and fulfill the goal they are working towards but not for one without power.
- d) Realistic: The goal being planned must be realistic to the issue or problem for which there is a solution.
- e) Time-bound: The goal set must be achieved within a reasonable time frame for the program to be correct and successful.

Some of the objectives set by a company are:

- The transformation of the image is due to the change of its actions.
- To make the story of the business more famous and admit its achievements.
- To inform the public about its products.
- To establish a new corporate identity.
- The implementation of sponsorship projects
- The public's loyalty to the company in the event of a crisis affecting its products or services.
- Strengthening local community relations
- To get more publicity for its actions related to its research party.

Establishing the public: Each audience group has different needs to establish these needs to: a. Defining those groups that have a direct connection to the public relations program. B. Setting the boundaries and funds based on the budget we have set. Г. The proper selection of communication channels and techniques. D. Making sure the message is effective and acceptable.

In this part the company should select the right audience to communicate the message to the audience it has focused on. Each audience needs a specific approach to make it more effective.

The choice of media and communication techniques: After first defining the audience groups and objectives then we move on to the next step, which is the choice of communication channels. The communication channels that serve public relations are the following:

- I. "Press"
- II. "Newsletters".
- III. "Letters"
- IV. "Leaflets & manuals"
- V. "Publications, company magazines"
- VI. "Annual reports"
- VII. "Advertisements of the company"
- VIII. "Annual presentations"
- IX. "Electronic media"
- X. "Printed interviews"
- XI. "Sponsorships"
- XII. "Television presentations"
- XIII. "Cinema"
- XIV. "Photographs / Posters"
- XV. "Slides"
- XVI. "Tables & Graphs"
- XVII. "Other visual media (video, dvd, cd-rom, etc.)"
- XVIII. "News bulletins"
- XIX. "Speeches / Lectures"
- XX. "Radio broadcasts"
- XXI. "Press conference"
- XXII. "Press receptions"

- XXIII. "Oral interviews"
- XXIV. "Other events"
- XXV. "A proper and nice content site"
- XXVI. "SEO"
- XXVII. "Blog"
- XXVIII. "Newsletters"

Budget Definition: The budget helps in better calculating the amount we have set in our plan without going overboard. It is important for a public relations program because it defines whether the program is financially advantageous, what evaluations can be done, the means available, the choice of financial means. The budget is needed to implement the program. On the contrary, objectives and goals set outside the budget will be quite costly both for the company and for the whole program. However some of the main costs in a public relations program are operational, those that are planned, logistical equipment costs, event costs, and transportation and food costs.

Evaluation: For a PR program to be considered proper and successful there needs to be a total and quality of coverage. PR consultants should contain two types of information audit and planning. Planning has more duration because it directly prompts the company's strategic objectives and strategies and tactics. In contrast, control has less duration because it is dependent on the budget. Public relations executives should have competent and correct data to use in their planning. Information is divided into qualitative and quantitative. The quantitative refers to numerical data (the costs, the cost price, the selling price), the financial data (revenues, the balance of payments) or the mission (duration of performance). This category of information is also recommended with charts. On the other hand, the qualitative one deals with the qualitative measurement i.e. measuring the quality which is difficult to interpret. These executives count the tactics which cannot be quantified. The main ways to collect qualitative data are rating scales and projection techniques. These effects are directly related to the objectives which are calculated positively or negatively by research techniques such as "observation", "marketing research methods". (Association of Business Consultants, 2017). The implementation of a PPP program is essential because it brings the company positive results when they are done. These results depend on the goals we have set and whether they are successful or unsuccessful. These are measured through research techniques such as observation, experience, and use of survey methods (Association of

Business Consultants, 2017). The implementation of a Board program is essential because it brings positive results to the business when they are done. These results depend on the goals we have set and whether they are successful or unsuccessful. These are measured through research techniques such as observation, experience, and use of survey methods (Association of Business Consultants, 2017).

Public Relations and Sport

The importance of public relations in sport

The supporters of sports public relations in sports public relations advocates stress the need for sports organizations to cultivate links with the public (e.g. Hopwood, 2005? Hopwood, 2010; Stoldt, Dittmore, & Brandvold, 2012). Hopwood (2005) proposed one of the early definitions of public sport-related relationships: "sport public relations, sports public relations include the processes through which sporting organizations can form and maintain long-term mutually beneficial partnerships with various audiences" (p. 175). Stoldt et al. (2012) reiterate the importance of developing relationships with communities by defining it as 'a function-based management communication designed to identify key audiences of a sport organization, to assess its relationships with those audiences and encourage desired relationships with those audiences'. In order to be successful, the public relations professionals and sports organizations must understand, manage, create and maintain relationships with their audiences (Hopwood et al.al. 2010). And three sectors of the sport business deal with a variety of audiences, including international and national sporting organizations, media, sponsors, government and community groups (Hoye et al., 2018). Stoldt, Miller and Vermillion (2009) discovered diverse and extensive targets public relations objectives for sports organizations among 30 professionals public relations professionals working for different sports organizations in the United States. These sports organizations benefited from public relations through the generation of revenue, ticket sales, raising awareness, promoting a favorable image, generating publicity, creating connections with fan connections and working with other organizational departments to create plans and addressing challenges (Stoldt et. al., 2009). that public relations are becoming more important for sports organizations (Boyle & Haynes, 2006? Hopwood, 2010? Hoye et al., 2018; Stoldt et al, 2012), Consequently, it lacks understanding of other situations. The use of social media by sports teams has attracted the interest of academics and the sports industry. Social media can provide organizations with options for direct public engagement (Saffer et al. 2013; Waters et al.,

2009). When a sporting organization wants to outwardly promote their sporting story they should consider people such as sports writers, presenters, agents, TV sports channels and sports magazines. Athletes are monitored by the media channels, fans and the public. Public relations in the sporting party are focused on enhancing the image of athletes. However, it seems that larger teams and athletes have a team of PR people to create engaging content to get media attention. A sports PR consultant should have knowledge of statistics, web management and the role of a travel consultant because content travels constantly and at high speeds. They serve either domestic or foreign audiences. The sports PR professional help to develop relationships between teams/athletes, communication channels, fans and companies. The goal of this type of PR is essentially to increase and expand these relationships. The responsibilities of a sports PR executive are to manage athletes' concerns about the media if available. They are also trusted to agree with reporters about closing interviews and keeping athletes and coaches ready with possible questions that may be asked. Through these specific public relations, athletes, sports organizations have the power to influence public opinion, their reputation, their brand name, their values. After explaining what PR means, we will look at the appropriate strategies needed to properly attract its audience.

A. Cultivating organization and audience relations: Good media relations are an important factor for sports PR because it helps to build public acceptance and sympathy with athletes and sports clubs.

B. Building trust: A functional reputation is important for a sports brand name, a sports club. Players and teams express their trust in those who are knowledgeable about the subject matter, get results and better market their exposure to the media. We study each medium individually to define these most appropriate exposures. With good press release we attract the interest of the journalists.

C. Publicity: Having the team in the publicity spotlight helps in working with companies with a common goal. A favorable image will be covered by the media.

D. Challenge of interest: Sports PR consultants should monitor if any of their clients' names are featured online. Because you will have the result of breeding curiosity by utilizing these details. The right strategy breeds loyalty and accountability.

E. Support media coverage between seasons: Having the proper technique in sports PR, media exposure is not required to be completed at the end of the season. Communications consultants assist in the benefit of the allure of the team's value and the players' earnings. PR activities are defined by human organizations as synonymous

with administration and a bit with the organizational function-structure of organizations. These PR actions are important for sports clubs because they have the talent to draw attention to a mass audience. Nowadays, it is observed that sports organizations use the new tools of public relations with the aim of not only publicity, advertisements, marketing actions but also the feedback from the targeted audience about the image of the organization, corporate culture, corporate reputation, its products, or the services they give (Goksel & Seraslan, 2015). Public relations through a strategic piece gives information to decision makers to define the strategies, the situation the organization will pursue and the issues it will encounter over time (Goksel & Seraslan, 2015). However, on the other hand, corporate communication contributes to the communication of all departments (sub-departments and non-sub-departments) of the organization and to the development of relationships between the groups of the organization for the life of the organization. In addition, it offers a relationship with exchange of ideas and actions, common symbols, but also the development of opportunities for continuous exchange of ideologies between the organization and the environment. Corporate communication is a function of communication that helps to connect products or services with the company so that the organization can achieve their objectives. In the other way we conclude that corporate communication has a direct relationship with customers, suppliers and all partners inside and outside the organization, it plays an important role in designing the corporate image (Johan & Noor, 2013). The objectives of corporate communication on the use of tools equipped complete with new technologies, new media, new communication tools become easier to manage. These new media are websites and as a result, sports clubs have an online presence through the media of their websites, thus participating in the innovation, evolution and strategic decisions of the organization. The new media cannot be controlled or managed by organizations because of their presence on the Internet, unlike traditional media (television, newspapers) which are easier to control. Monitoring of these media by the communication managers of sports clubs is deemed necessary (Göksel & Serarslan, 2015). Technological developments have brought unprecedented situations with new definitions, actions in the field of corporate communication.

The use of social media

The sports sector has started to pay more attention to social media in recent years (Pedersen, 2012). Researchers have begun to explore the ways in which sport

organizations (Gibbs et al. 2014; Wallace et al, 2011; Waters et al., 2010), players (Hull, 2014; Kassing & Sanderson, 2010; Lebel & Danylchuk, 2014) and fans (Clavio & Kian, 2010) make use of social media. Social media platforms have been used by sports organizations, teams and players to facilitate the development of connections with the audiences they serve (Blaszka et al., 2012). Due to the presence of pre-existing fan groups and ability to enable customer connections with sporting goods and with players teams, sports organizations are in an excellent position to use social media (Pedersen, 2012). The conventional method by which athletes communicate with their fans has been transformed from social media, which can help user's athletes to meet demands such as entertainment, diversification and gathering information (Hambrick, Simmons, Greenhalgh, & Greenwell, 2010). Twitter is an example of a social media tool that has revolutionized the way in which various sporting bodies communicate with each other (Fisher, 2009). Since its launch in 2006, Clavio and Kian (2010) argue that Twitter has evolved into an indispensable component of the sports communication landscape. There are a few sports organizations that have entered into active agreements with Twitter to create specific hashtag sites (Lawler, 2012). Sanderson and Kassing (2011) said that blogs and Twitter actively engage players and groups in the production of material, which led to a change in sports journalism. It is essential for sports organizations and organizers of sporting events to define the requirements and motivations of sports consumers, to use this knowledge to shape the marketing message on the internet (Filo & Funk, 2005) and to cultivate partnerships with suppliers (Beech, Chadwick, & Tapp, 2000). Williams and Chinn (2010) presented a strategy for sports marketing that emphasized the importance of potential relationship marketing objectives that would be achieved using social media. Sports organizations have also taken advantage of the influence that social media has on branding and marketing (Coyle, 2010). Although the use of social media by sporting organizations has generally been recognized (Gibbs et al., 2014), there has been relatively little research on the role that social media plays in shaping relationships, particularly between professional teams. Researchers have called for a study on the connection that sporting organizations have with supporters based on their use of Twitter (Hambrick et al., 2010). It was argued that there was a need to understand how sporting organizations used social media from the perspective of their relationships with their fans and fan groups. Academics in the field of public relations have paid a great deal of attention to the development of relationships through social media (i.e., Briones et al., 2011; Saffer et al., 2013; Waters & Jamal,

2011). Kent and Taylor (1998) presented practitioners' communication professionals ideas for using the Internet to cultivate partnerships between companies and the public. Taking interviewing forty employees at the American Red Cross, Briones et al. found that employees were using Facebook and Twitter to develop two-way dialogues with younger constituents, the media and the community. This finding demonstrated the potential for building relationships of social networking platforms like Facebook and Twitter.

Since social media platforms can develop connections, these platforms may offer businesses a new arena to cultivate relationships with stakeholders. Bruning and Ledingham (1999) state that OPR can be broken down into three different types: personal, professional and community connection. Although OPR scales have been widely used in a variety of organizations, such as non-profit organizations (Waters et al., 2009) and for-profit organizations (Bruning, 2000), there have been fewer studies that have focused on sports organizations from an OPR perspective, particularly in the context of social media. This is due to the unique nature of the relationship between sport organizations and social media. This perspective can be used to study how organizations build relationships in serving the public, including information sharing, promotion and interactivity, to help sport organizations make successful use of social media. According to Clavio and Kian (2010), sports fans have claimed that they use social media not only for fan and information seeking, but also for direct contact in an interactive manner. Research conducted by Wallace et al. (2011) analyzed how Facebook users interacted with content on the NCAA and Big 12 Athletic Conference pages. They found that fan interaction was significantly different between these two groups in terms of both likes and comments, even though the management techniques of both organizations were comparable. Although research has been conducted on the interactions between Facebook users and the content displayed on the organizations' Facebook pages (for example, see Wallace et al., 2011), there does not appear to be prior research that incorporates relationship dimensions and interactions that Twitter users have with them (such as retweets and favorites). The way in which Twitter users connected with various sporting organizations provided an opportunity for these organizations to develop each relationship element. These PRs have an active social media presence to connect with their audiences. Prominent athletes have a significant number of followers. Having a variety of different platforms increases the interest of the public and media professionals. Social media is deemed important for the outbreak of a potential sports crisis and for informing the public about professional events. Beech and

Chadwick (2013) argue that sport organizations should emphasize the creation of two-way symmetrical communication systems that include direct connection with the organizations' audiences and consider the growing importance, benefits and disadvantages of using social media. According to Barker et al. (2013), the most popular social network is Facebook, followed by YouTube, making both platforms ideal for improving customer exposure, recognition, perception and engagement. The purpose of this study is to evaluate the importance of social media as a communication tool in the sports industry, with a particular focus on Facebook and YouTube. Based on this hypothesis, the objective of this study is to analyze the impact of social media communication tools in the sports industry and provide recommendations on the benefits of adopting social media in an organization's communication strategy. According to Hopwood et al. (2011), public relations is a distinct management function that enables the creation and maintenance of two-way communication channels. The technique of communication, which develops motivation through information and clarity, is always evolving. It is important to note that communication is the act of creating a meaningful relationship using various communication tools and that public relations depend on communication, making the two interdependent (Hopwood et al., 2011). According to Beech and Chadwick (2013), the communication process is the result of successive improvements in the field of information from traditional media such as newspapers, radio and television to the new age of social media of information and communication technology. Blogs (personal websites), social networking sites (Facebook), micro-blogging services (Twitter) and file-sharing sites (YouTube) enhance two-way communication by integrating public relations and marketing in a participatory way (Wilcox and Cameron, 2012). This combination and participation strategy is essential in the sport industry as the primary goal of a sport organization is to build a fan base through effective and efficient two-way communication (Beech and Chadwick, 2013). According to Barker et al. (2013), the selection of specific social media communication platforms requires different and tailored strategies to effectively execute the overall marketing objectives and communication strategies of a sport organization. According to Hopwood et al. (2011), the sports industry has tremendous potential to develop brand loyalty through the highly successful, effective and cost-efficient use of social media communication tools. Facebook, Twitter, LinkedIn, YouTube and Instagram are among the most important social media platforms used by the sports industry, according to Westwood (2011). However, Facebook is the most popular social media site, followed by

YouTube. Wilcox and Cameron (2013) report that public relations professionals (PRPs) and marketing personnel in the sports industry are beginning to evaluate the impact and effectiveness of social media communication tools on customer relationship building activities, brand awareness, recognition and perception. According to the research, social media communication tools can enhance brand recognition, perception and relationship building with customers of sports organizations. Through strategic messaging, businesses in the sports industry need to be aware that their target audience is looking for high-quality content that meets certain needs. It is vital for sports companies to recognize the audience's need for information and develop their message to stand out among competing content. As a result, the overall image, perception and relationship building of sports companies' customers and shareholders is enhanced.

Several sports organizations have adopted a social media communication strategy, according to Hopwood et al. (2011), as it enables them to quickly target their audience, share content and comment through links to videos, blogs and other social media platforms. Barker et al. (2013) argue that the use of social media by sports teams as a means of communication has both advantages and disadvantages. According to Watson et al. (2002), one of the most important advantages of social media communication is that it reduces costs while broadening audience reach. According to Hopwood et al. (2011), social media communication offers sport organization's more direct interaction with fans and other stakeholders, helps them to understand more deeply the key issues facing their audiences and stakeholder base, and allows for tailoring messages to foster stronger relationships. According to Baruah (2012), social media, although an essential communication tool, has a few drawbacks. According to Chan (2012), social media communication tools require in-depth knowledge and technical expertise, and lack of control and focused time can compromise a firm's image and reputation. According to Brooger (2010), the use of social media platforms is particularly time consuming as firms need to remain active to maintain contact with their regular online audience or users. Consequently, every message, comment and feedback submitted through social media communication platforms is not always fully monitored or controlled by the organization (Zimmerman, 2012). Due to the global reach of the Internet, unfavorable comments and feedback from the public or consumers, as well as conflicting perspectives, can have a detrimental effect on a company's image and reputation (Karimi, 2009). In addition, content posted on social media sites can be stolen, misused, or fraudulently exploited by hackers. Therefore, companies must carefully monitor and regulate all social media

activities to avoid problems (Duff, 2014). Based on the above reasons, sports organizations need to construct effective strategic messaging to provide their online consumers with high quality, timely and relevant data and information. In this way, not only will their online consumers be happy using this communication platform, but they will also maintain a positive image and perspective of the sport organization. Facebook and YouTube are highlighted as the social media communication channels with the highest traffic and population of end users (Barker et al., 2013).

Sports Sponsorships

Sponsorship is an important marketing tactic that allows companies to increase brand awareness, reach specific audiences and strengthen their relationship with the local community (Stipp, 1998). Through sponsorship, companies seek to promote brand loyalty, inform consumers about their products and services, and build long-term relationships with the public (Beck-Olsen, 2006).

It is considered a form of investment where a sponsor provides resources (time, money or other means) to an organization or event in return for benefits such as public recognition and commercialization (McCarville & Copeland, 1994; International Events Group Glossary and Lexicon, 2001). Sponsorship activities are also linked to enhancing corporate image and expanding customer bases (Gwinner, 1997). According to surveys, 67% of marketing professionals consider sponsorship an effective tactic for achieving market objectives (Stipp, 1998), and consumers tend to develop positive associations with brands associated with successful sporting events (Gwinner, 1997; Meenaghan, 2001). In the Greek teams like Panathinaikos and Olympiacos leverage such partnerships to enhance both their financial resources and their social image. The effectiveness of sponsorship relies on the creation of positive mental associations between the brand and the audience, which influence consumer attitudes and behaviors (Meenaghan, 2001). At the same time, sponsorship facilitates communication and focuses attention on both the sponsor and the sponsored (Dean, 2002).

Methodology

Aim of the research

An organization's products and services can be effectively promoted through public relations only if the organization makes concerted, well-thought-out efforts to cultivate and maintain positive relationships with both the public and niche subsets of that

population (Kunczik, 2002). Sports PR is an authentic communication channel designed to inspire fans to cheer for their favorite teams with compassion. As a case study, this research effort proposed to investigate how sports organizations view the usefulness of PR in this area and how it has impacted their teams. The purpose of this online research is to investigate what PR tools and actions are used by the Olympiacos and Panathinaikos teams as organizations. More specifically, the following have been set the following research objectives: A brief presentation of the two most popular groups in the field.

- The most popular teams of the most popular teams in the field of Greek basketball
- Investigation of the public relations methods used by the most popular basketball teams in the world
- The most common methods used by the two teams
- Investigation of the public relations tools used by the two teams
- Selection of methodology and conducting research

For this research, the online public relations channels were studied. The research was carried out to group the two groups' public relations channels to draw firm conclusions about how the two groups target their target groups and remain popular with them over the decades. Of course, difficulties were encountered in the research, such as inability to contact a representative of the group's marketing department, However, the large digital nature of modern marketing has allowed access to the research resources that allowed the study to be completed. The selection of the selection of the teams was carried out considering that these are the two Greek teams with the most distinctions and the most fans, therefore they are sufficient as a sample.

Research structure

The research is structured in two separate chapters, presenting the methods and public relations tools used by each of the groups, while in the and then a brief comparison is made, which allows for the extraction of generalized conclusions.

- Panathinaikos BC
- Public Relations Tools and Actions
- Panathinaikos
- Relationship with the Media

Press releases

The Press Releases are an announcement to the press for the purpose of coverage by the media coverage. It is essentially an invitation to the media to present or announce a topic of interest. The press releases are widely used by Panathinaikos BC, and are used as a PR tool, with which any team's actions to the fans and the wider public.

Press conferences

Another form of communication with the media on behalf of Panathinaikos BC is press conferences, which are held to communicate important information about the team to both fans and the public. In a press conference, both the players and the management of the team answer questions from the press and the public.

Corporate Social Responsibility Programs

Panathinaikos Superfoods BC takes part in the Euroleague's corporate social responsibility campaign "One Team Basketball is Everywhere" by conducting visits to the Corinthian Juvenile Detention Center. During this visit to the Juvenile Detention Centre, the academy director of the team, Francisco Albertis, was present, explaining to these children the values that sport stands for, such as fair play and fair play. In addition, he practiced with them learning the secrets of a correct technical shot. Francisco Albertis stressed «With great pleasure I participated in the Basketball is Everywhere program and the initiative of the BC, visiting the Corinthian Juvenile Detention Center. It is indeed an excellent idea. By playing basketball and discussing with the children about various issues we give them inspiration, hope and strength to try to escape from the situations they are involved in and make better decisions as they grow up. The key thing in life is to think about what we are doing before we do it so we can make the best decision possible. I think that this program, in addition to the children, helps us to change ourselves, to think more deeply about many issues and to become better people". Further at that time within the framework of this action the inauguration of a new basketball court at the detention center juvenile detention center in Corinth, advocating the social character of the Superfoods company, which had direct cooperation at the time with the basketball team of Panathinaikos. Panathinaikos bc participates for the fourth consecutive year in the corporate social responsibility of the Euroleague "One Team -Basketball is everywhere", thus showing the social character. "THE BC Panathinaikos once again shows its social character by participating for the fourth

consecutive year in the Euroleague's One Team social responsibility program. This action had the following objectives. Panathinaikos BC to pass messages to the juvenile prisoners. (15-18 years old) concerning teamwork, cooperation, solidarity and respect. The visits made by the Panathinaikos side lasted a total of 8 weeks, having different themes each time with the aim of bringing the juvenile prisoners closer to sports and with proper life standards. However, the program started in 2015 receiving the best reviews as one of the best programs of the Euroleague. So, in this way the Panathinaikos team supports the vulnerable social groups without discrimination in the field of basketball, emphasizing the motto of the program "Basketball is Everywhere". O Panathinaikos Club, continuing its participation for the sixth consecutive year in the CSR program of the Euroleague Euroleague, "One Team - Basketball is Everywhere". This action was aimed at the children from the Hadjikonsta Foundation to get to know the sport of basketball from two players of the team. (Papagiannis, Papapetrou). These two players participated in the training of the children from this foundation, and they seemed to enjoy it. George Papagiannis with the "That it is a great pleasure to participate in such a project helping these children to escape the routine of everyday life and hope to see them one day on the field cheering them on. On the other hand, Ioannis Papapetrou said that "when the proposal was made, we were very happy to participate in this effort and be able to contribute in our own way to the children and not only. I think that through children we learn a lot of great things. This is an excellent program. Of the Euroleague and we support it with all our heart and soul as we bring smiles to these kids. I think that's the most important thing of all." Panathinaikos OPAP BC showed its social face for another year by taking part in the Euroleague's social responsibility program "One Team - Basketball is Everywhere". More specifically, this action was focused on the players of the Special Olympics basketball team playing basketball in the presence of the team's technical director Diamantis Panagiotopoulos. Then the assistant coach of the team communicated to these children how important sports and teamwork are who distributed gifts from the team sponsors. Superfoods and Adidas gave sports equipment, and 7 days gave croissants, 3 E water and juices and viva gave theatre tickets. Diamantis Panagiotopoulos said that "It is a great honor for Panathinaikos and the club we represent to participate in this program. We all know that sport is not only about wins and losses. The most important element is about the social part of sport and what it can offer to various social groups in Greece and throughout Europe, as this program operates across Europe. I think that these actions give joy and strength to people who are trying

for a better tomorrow, and we should all support these efforts to go one step forward as a society and as people". On the other hand, the One Team Ambassador of Panathinaikos said: "I am very happy and proud that my team, Panathinaikos, participates in the Euroleague's corporate social responsibility program "One Team" - Basketball is Everywhere. I would like to congratulate everyone who participated in the program this year. Those who worked hard, the athletes, the coaches and all those who did their part to make this wonderful program a success. I hope the program continues next season. Well done to everyone."

Promotion

Panathinaikos BC uses many different ways to promote of the season tickets for the 2022/2023 season, usually by putting players to come to the stadium. But on the other hand, it created a campaign in a completely different way having the team mascot, the Greek Kong as the main protagonist and putting them in a holiday mood, promoting that anyone can book their ticket online and electronically. The team is using both its official website and the media social media channels to promote its profile team's profile. It therefore maintains an account on all social media, with millions of followers and updates its material frequently. As a large and modern organization, it has for several decades leveraged digital marketing to reach out to its target groups, promote its activities and gain a fide reputation.

A typical example of a promotional tool for the team is the fact that the 4th Pavlos Giannakopoulos Tournament presented both the home appearance and the away appearance of the team for the 2022/2023 season in collaboration with adidas. Adidas is launching a range of products that are dedicated to Panathinaikos and the basketball culture of Europe. These products are limited edition and involve shoes that are dedicated to the philosophy and founders of the team. This shoe is called Adidas x BSTN Forum '84 Low' and refers to the great history of the club. The company describes the greens as "the king of Europe" wanting to inspire their fans in this way. However, on the same day, in addition to the shoes, a book with the history of the Greens and interviews with the most important basketball players who ever passed through Panathinaikos would be released. These are: Dimitris Diamantidis, Francisco Albertis, Dejan Bodiroga. Both collaboration with major brands and social media marketing are ways the team chooses to strengthen its PR policy.

Charity and Social Contribution

Sharing is Caring is a sports campaign charity campaign in which various items from top Greek companies are given away. and foreign athletes. These items can be found on the platform. Charity idols auction platform. "Charity Idols" is a non-profit organization supporting charitable institutions by conducting various kinds of auctions such as sports through the digital platform. The headquarters of the organization is in Chania, Crete but can be found nationwide throughout the country. The founding members of the organization are Kyriazis George, Mavrogenis Apostolos, Daflou Marianthi, Stamatakis Spyridon, Souravlas Theodoros. The organization was founded because of the need for selfless love and the strengthening of the welfare state. The philosophy of "private initiative» must be "fill in the gaps of the state". In the Greens are also participating in this campaign by auctioning off the jerseys of athletes of the team to the charity "Charity Idols". For example, in the 2016/2017 season, the jersey of athlete Kay C. Rivers was auctioned by the after the semi-final of the cup between the Olympic team. and Panathinaikos. So, in this way everyone had the opportunity to buy this jersey by taking part in this auction. Furthermore, in this period another jersey athlete of the team was auctioned with the same only that the proceeds would go to the NGO "Eleven Panathinaikos OPAP BC was on the side of the children of the children's oncology clinic MHTERA". This visit took place during the Christmas days by the members of the team (General Manager Dimitris Diamantidis, the Director of the operation Stavros Dinos) and the athletes (Ioannis Papapetrou and Jeremy Evans) handing out gifts and giving joy to those in immediate need. In addition, they took all the protective measures against the Covid pandemic by handing out signatures and talking to children, giving them unforgettable and happy moments. The representatives of the staff of "MHTERA" welcomed the people of Panathinaikos OPAP BC giving them Congratulations on their presence and the social work they offer.

Public Relations Research

The Panathinaikos team uses qualitative research as a research method in public relations. More specifically it has newspapers and sports websites with the aim of the public to learn different news about the team. Some of them are:

- Sdna
- The Green (closed in 2020)
- Newspao.gr

- Olaprasina1908.gr
- Panathaikos-cosmos.gr
- Panathaikos24.gr
- Trifilla.gr
- Onsports.gr
- Sportdog.gr

Newsletters

The Pavlos Giannakopoulos Tournament has a great recognition in the sports world after his death because he contributed significantly to the history of Panathinaikos, and he was loved by all fans of all teams. Throughout these years the tournament has received a lot of publicity since it was included as a news item on the Ant1 newscast with Nikos Hadjinikolaou as the main anchor.

Flyers

Despite the widespread dissemination of information through digital sources, Panathinaikos BC still uses brochures today. For example, Panathinaikos BC published a brochure with information to inform its audience about the season tickets for the 2022/2023 season.

Content analysis

Panathinaikos BC had its own newspaper until 2020, with the aim of informing its fans. Nowadays, it uses social media. for corresponding actions.



- the green
- Olympiacos BC
- Public relations tools and actions of the Olympiacos.

Relations with the media

Press Conferences

Press conferences are held by Olympiacos BC, as they are an opportunity for both the management and the players to answer questions from the press and share statements with the public and their fans.

Press offices

The Olympiacos BC Press Office is based on serving and provides the best possible services to all journalists who will meet at the stadium during every game. Volunteers will meet the demands of these journalists throughout the game but will also ensure that they have easy access to certain areas (press conference room, press gallery, press room press room). For the first time this year, Olympiacos BC will launch a well-organized and planned and scheduled Social Responsibility Program in cooperation with its sponsor company.

Press release

Olympiacos BC uses Press Releases to officially communicate information to the press for the information of fans and the public.

Corporate Social Responsibility Programs

Olympiacos BC places special emphasis on the complete "Corporate Social Responsibility Program" of the BC, which has been effectively implemented since 2008. This program is constantly evolving and includes the areas of combating violence in sports venues, society, sports, culture, environment, education and health, with the team undertaking several initiatives and actions to achieve the highlighting and promotion of the essential problems facing the aforementioned areas on the one hand and substantial solutions on the other. Indeed, the program is carried out with the critical assistance of businesses and groups involved in raising public awareness and involvement in the operations. Undoubtedly, this is a pioneering move by Olympiacos BC that actively

shows the way of giving back to society while at the same time its action goes beyond the borders in the field of social responsibility as it actively participates in the Euroleague's social responsibility program entitled "One Team" together with 7 other teams (Maccabi, Real, CSKA, Anadolu Efes, Malaga, Real, CSKA, Anadolu Efes, Malaga, Alba, Armani Milano) and which uses basketball as a means to significantly improve the lives of both. It is a combination of social outreach and education programs to achieve a true rapprochement between the teams and society, with each team having chosen to engage with a specific social issue group with a dual purpose of both teaching the sport to its members and promoting life values. Olympiacos BC has chosen the Argyroupolis Special School for the Deaf for cooperative participation in the program, with the goal of the initiative being the participation in the program of all teams that will participate in the organization within the next two years. Since that season to date, the number of teams participating in this program has grown, having a total of 23,000 participants. The main objective of this program is to help vulnerable groups through groups that may be feeling a marginalization in society. Sports and basketball are the most powerful means of communicating the message that they offer joy and respect. Through this program Olympiacos BC contributes with its help to the children of the cooperating sports teams to feel that they belong to a social group and to develop their sociability and their association with other people of the same age. The exercises that are done have a double meaning; one is to train by taking messages from each lesson and the other is to give the possibility of the joy of playing by watching the progress of each member. One Team also runs the training sessions remotely due to the conditions arising from the Covid pandemic so as not to lose contact with the athletes as to the goal of the program. Olympiacos bc has cooperated with the following schools and NGOs:

- a) 2012-2013: Special Kindergarten and Primary School for the Deaf and Hard of Hearing in Argyroupoli,
- b) 2013-2015: Laboratory Special Vocational Education and Training Laboratory (.E.E.E.E.K.) of Agios Dimitrios
- c) 2015-2017: Laboratory 3.5.2015 - Piraeus Special Vocational Education and Training (E.E.E.E.K.) Laboratory.
- d) 2017-2019: SPECIAL EDUCATION CENTRE FOR CHILDREN WITH SPECIAL NEEDS

K.E.E.P.E.A. "Horizons" winning second place in the annual One Team Awards

All teams of the Euroleague are participating in the first annual Euroleague team competition.

- e) 2019-2020: AMKE DEVELOPMENT ZOES (with the Stavros Niarchos Foundation ISN as founding donor), EEK ANOIXIS PIRAI A Special Vocational Education and Training Laboratory, ENEEGL.PIRAEUS and the Special School of Perama, brought another distinguished season with silver award.
- f) 2020-2021: AMKE EVOLUTION LIFE, EEEK SPRING PIRAEUS. The highlight of our program came when in September 2021 we won gold at the annual awards as we received

We won first place among the other European teams running the respective program. Social Responsibility program!

- g) 2021-2022: 1st Special Elementary School of Agios Dimitrios, AMKE EVOLUTION OF LIFE (with the Stavros Niarchos Foundation SNF as founding donor)

With the purchase of our E.C.E. products from the OFFICIAL STORES you contribute to meet the needs of children and vulnerable social groups that from schools and institutions that Olympic BC cooperates with in the framework of the program.

TEAM AMBASSADORS/AMBASSADORS

- 2012 KYLE HINES
- 2012-2013 KYLE HINES
- 2013-2014 BRIAN DUNSTON
- 2014-2015 BRIAN DANSTON - BRENT PETWAY
- 2015-2016 DJ STRAWBERRY - PATRICK YOUNG
- 2016-2017 COSTA PAPANIKOLAOU - JOHNNY PAPAPETROU
- 2017-2018 COSTA PAPANIKOLAOU - JOHNNY PAPAPETROU
- 2018-2019 COMASTAS PAPANIKOLAOU - GEORGOS BOGRIS
- 2019-2020 COSTA PAPANIKOLAOU - SASA VESENKOV
- 2020-2021 COSTA PAPANIKOLAOU - SASA VESENKOV
- 2021-2022 COSTA PAPANIKOLAOU - SASA VESENKOV

All these years she has remained faithful to the values, adapted to the needs of each era with an emphasis on the sectors of health, society, sport, education, etc. Other programs activities undertaken by Olympiacos BC are those of volunteerism and in cooperation with the Euroleague with the "One Team" program. The volunteer programs include it is stated that the members undertake during the games to offer hospitality in

schools and institutions and participation in the "Disabled" program. Euroleague's 'One Team' action programmed supports vulnerable social groups. groups to promote the values of sport to athletes. In addition, there is also a recycling program at the Olympiacos stadium, so that with to somehow limit the use of plastic and the development of products that are accessible to the environment. At the same time, and during the pandemic period, the Olympiacos team implemented the social-sport program "bwin Monday Night Game Against Covid 19". This was dedicated

- On the fight against the pandemic.
- To Public awareness and promotion of the doctors' messages.
- On Protecting the entertainment of the club's fans.
- On Strengthening the assistance of the state.
- To satisfy the participation of social groups and medical professionals in the
- in the management of the spread of this unprecedented virus.
- On understanding the needs of the NHS which contribute to better management of the management of the pandemic.

Corporate social responsibility programs are carried out in cooperation with sponsors, companies and organizations, to highlight people's sensitivity and promote more efficient solutions. The ECO programmed with the slogan #SEF Safe Environment and Facilities». It is a social responsibility program on recycling, and we have a collaboration between the Olympic basketball team and the SEF. Two of them organized a series of processes that encouraged recycling starting first from its internal environment (its executives, athletes, sponsors, employees) and then abroad (fans, visitors). The Municipality of Piraeus implemented this nice initiative by decorating the stadium with recycling bins, aiming to inform its fans about the protection of the environment. These procedures according to the program are:

All visitors use ordinary bins (waste) and the special bins for recycling (recycling) and in them we put plastic cups, water bottles, A4 paper, and tickets.

The recycling bins with red are located inside and outside of the stall and carry only recyclable materials which will be thrown into them.

The Municipality of Piraeus has undertaken the task of collecting from the Peace and Friendship Stadium special vehicles for the transport of the bins to the Centers for the Sorting of Recyclable Materials (KDAY) whose main purpose is the separation of materials.

Recommend the use of electronic tickets to limit paper.

- The canteen at the Stadium follows the same policy of having environmentally friendly materials.
- Volunteers contribute to the smooth operation at every game.
- There are special bins in the press room (Journalists) for battery recycling.
- The contribution of fans and supporters in maintaining the clean lands of the Stadium and the proper use of the bins is also important.
- The advice given is:
- Disposable gloves, masks and wipes are not recyclable so throw them in the waste bin.
- A4 paper is recycled.
- Plastic and paper cups are recycled.
- Cigarettes are disposed of in the ashtrays.
- Olympiacos BC is banning smoking in all indoor areas of the indoor stadium, thus implementing the Greek anti-smoking law. Their goal is to protect children, non-smokers, from passive smoking as well as athletes, to stop smoking because it harms their health.
- Charity and Volunteering

The Olympiacos team is in Cyprus in the framework of the "Neophytos Chandriotis" tournament. While training, a pleasant surprise was waiting for them, which was the presence of little Christos, the most loyal fan of the team. For this reason, he attended the stadium, took a photo with the Olympic athletes giving him a jersey and a ball with the signatures of the players. Volunteers will be able to provide their services at all activities and events (on and off the field) that will take place during the season. Various tournaments and activities will be held at each home game, either sponsored or sponsored by Olympiacos BC, with the goal of entertaining the public. Volunteers who will be active in the industry will be called upon to support all these initiatives and be at the center of the festive environment that will be produced in cooperation with the Olympiacos BC entertainment manager. Finally, it should be noted that this volunteer program was designed and implemented by the Marketing Department of the OEM and operates with the scientific support of the Institute of Sports Entrepreneurship, while the participants enjoy various benefits in return for the valuable services they provide.

Promotion

Olympiakos BC places special emphasis on the utilization of technology and digital communication for the continuous and direct information of its fans. The official website of the team, upgraded since 2009, provides information about the club's competitiveness and time. The club promotes its activities through social media such as Facebook, YouTube and Instagram, offering free and immediate access to videos, photos, interviews and announcements. An important role in the teams profile is played by strategic sponsorship partnership with leading companies such as Nike(for the design of the official appearance) ,AirFastTicket ,FMS ,Piraeus Bank(OLYMPIAKOS BC World Mastercard),as well as the Mavrogeni Group(FLUO company) .The partnership with FLUO Group was announced in 2017,marking a new chapter for the club, aiming at innovation and extroversion. Through these initiatives, Olympiakos strengthens its image as a pioneering club both in sports and business.

Advertising

Although digital advertising is the current trend in the marketing field, Olympiacos BC still uses paid advertising at the same time. For example, the bwin betting company entered a sponsorship partnership with Olympiacos until 2023 with the aim of becoming the biggest brand in their industry. This commercial is about both the history of the legend and the «how much jersey does weigh" along with the bwin partnership. This ad brought back memories and is highly touching.

Research in the Public Relations Sector

Magazines

H Olympiacos BC has its own magazine called "we are Olympiakos ", it is an electronic magazine of the basketball team of the reds that is released every two months and its goal in the future is to become a monthly magazine in printed form as well. This magazine was created to thank the fans and those who love the legend team. The official team website, which underwent a major upgrade in 2009 to facilitate navigation by users and within it, fans of the team have the possibility to be informed on issues relating to the team's competitive performance and the team's as well as the actions taken by the administration in relation to the sporting and social reality, is in operation. In addition, users have the possibility to buy tickets online via the appropriate link on the

website, while there is also an important collection of images that reflect important events in the team's history and are accessible to customers for use as backgrounds on their computers. The management of the team undertakes initiatives to entertain the team's fans both before and during the half-time of the team's matches, so that even the latter can have a truly special experience. Before the team's matches, fans can listen to music from the speakers and watch the original on the big screens in the stadium, while the dance performances of the team's cheerleaders are something very special. It will follow the presentation of the Olympiacos team to the standards of the American Basketball League (NBA), where the players enter the court accompanied by the necessary music, a variety of impressive effects and after the lights are dimmed, a completely original scene that fans of the group should adopt. Moreover, the management of the club has fully acknowledged the dominance of technology in the of the dominance of today's world, resulting in the promotion of its actions on social media, which now play an important role in everyday life of millions of people. In particular, the official page of the FACEBOOK, where images and videos of the club's matches are uploaded, and interviews with its members either before or after the event. After the matches. Also, all kinds of news about their schedule, upcoming events and the way tickets are distributed for a quick update of the team's upcoming matches, the way tickets are distributed for a quick update of them and the names of the winners of the many competitions that have been held in the past, held at regular intervals. The gathering of the team at technology is also validated by the group's official channel on "YOUTUBE", an online entertainment platform launched in 2005 with millions of subscribers around the world who can find, share and watch original videos. Yes, it is encouraged that it is an online environment in which users from all over the world communicate, inform and inspire. The previous process is also done on the Olympiacos channel on the platform, which will serve as a venue for the promotion of the team's activities and communication with its friends around the world, allowing them to allow the latter to become an integral part of the team and to follow videos of the matches, and its other activities. Also, the club has just opened an official page on "INSTAGRAM", which is another similarly popular social networking site that provides immediate, continuous and free information to fans about matches and events outside the club. About the club's sponsorship activities, Olympiacos is a well-known and successful brand, which has resulted in the signing of important sponsorship agreements with corresponding successful companies and organizations. Initially, the team's relationship

with the "NIKE" brand is considered extremely important since it is considered one of the world leaders in the field of sports equipment and has sole responsibility for the development of official team apparel that has become largely recognized by its fans. Indeed, the effective partnership was confirmed by its extension until 2016, which will mark 10 years of mutually beneficial cooperation between the two companies. between the two sides. This is followed by a sponsorship agreement with "AirFastTickets", the fastest growing Greek company in its tourism sector, the which will transport both the team and its fans to the matches of the throughout Greece and Europe. Many people associate the team's work with this new company, based in Piraeus and operating since 2009, with the team's effort to achieve its goals in the matches in which it competes, once again giving unforgettable moments to its fans. This is followed by a sponsorship agreement with "AirFastTickets", the fastest growing Greek company in its tourism sector, which will transport both the team and its supporters to and from matches throughout Greece and Europe. Many associate the team's work with this new business, based on Piraeus and in existence since 2009, with the team's desire to achieve its goals in the competitions in which it competes, once again bringing amazing experiences to its fans.

Comparison of the two teams

In this section a comparative presentation of the two teams is to be made, with the aim of highlighting convergences and divergences in practices and to showcase the way the teams use to present each other.

The first table present concerns the comparison of the two groups in terms of the means they use in the field of Public Relations:

OLYMPIACOS BC	PANATHINAIKOS BC
Press Conferences	Advertising
Press releases	Press releases
Social Media Use	Social Media Use
CRS	CRS
websites	websites
Magazine	Advertising

Advertising

As can be seen from the table, both groups use similar promotion methods, with the difference that Panathinaikos is no longer promoted through the printed press, as it is exclusively promoted in online magazines. In the following, a table will be presented which details the performance of the two teams over time by sport, showing their almost simultaneous upward trend:

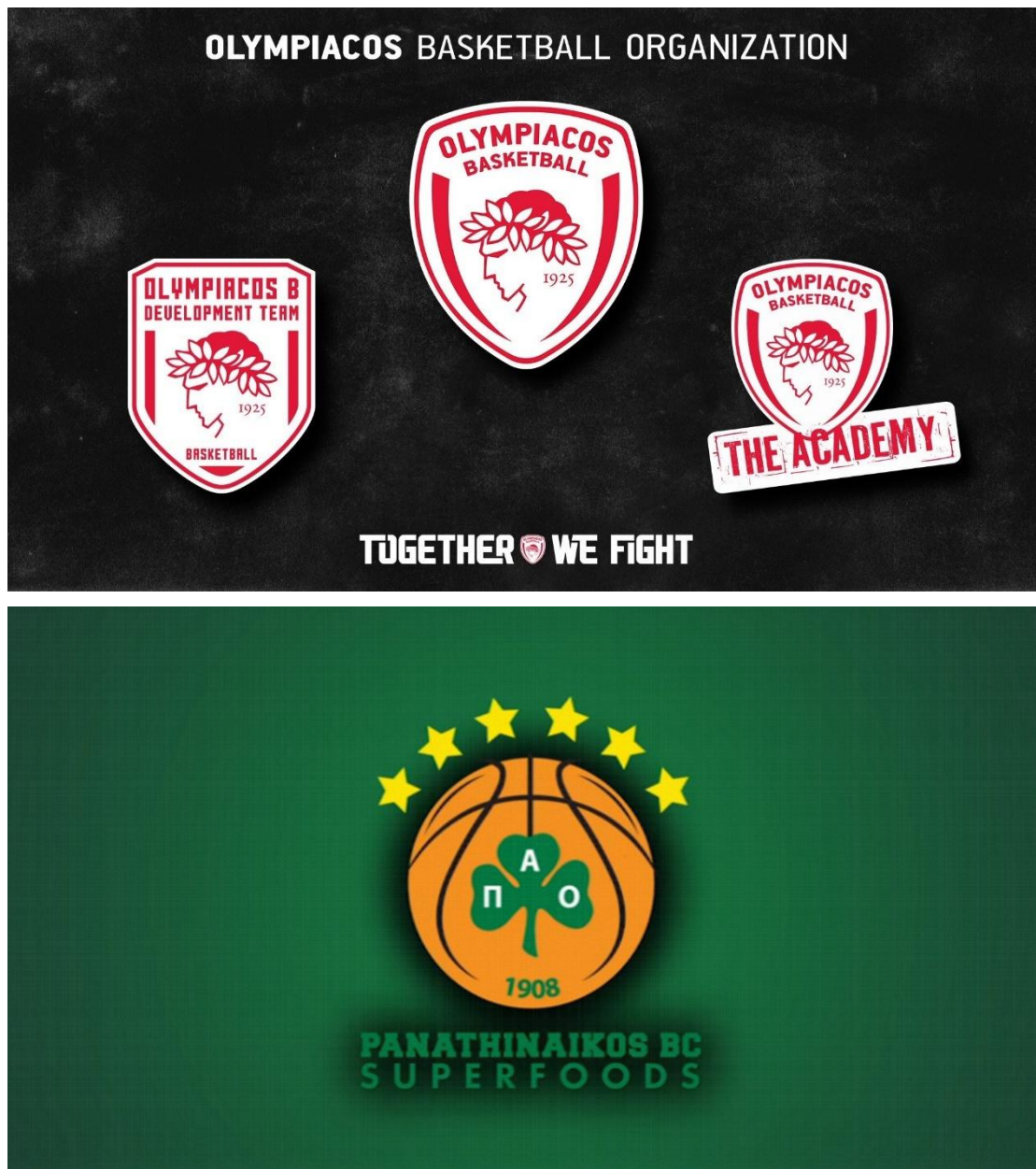
	Πρωταθλήματα		Κύπελλα		Σούπερ Καπ		Λιγκ Καπ		Βαλκανικά		Ευρωπαϊκά		Διηπειρωτικά		Νίκες	
	ΟΣΦΠ	ΠΑΟ	ΟΣΦΠ	ΠΑΟ	ΟΣΦΠ	ΠΑΟ	ΟΣΦΠ	ΠΑΟ	ΟΣΦΠ	ΠΑΟ	ΟΣΦΠ	ΠΑΟ	ΟΣΦΠ	ΠΑΟ	ΟΣΦΠ	ΠΑΟ
Ποδόσφαιρο Ανδρών	44	20	27	18	4	3	-	-	1	1	-	-	-	-	80	50
Μπάσκετ Ανδρών	12	36	9	18	-	-	-	-	-	-	3	6	1	1	106	134
Μπάσκετ Γυναικών	3	4	3	1	-	-	-	-	-	-	-	-	-	-	9	0
*Βόλει Ανδρών	28	18	17	6	2	1	5	0	-	-	2	0	-	-	101	58
Βόλει Γυναικών	6	23	8	5	-	-	-	-	-	-	1	0	-	-	25	44
Πόλο Ανδρών	32	0	19	0	2	0	-	-	-	-	3	0	-	-	97	13
Πόλο Γυναικών	9	0	1	0	-	-	-	-	-	-	3	0	-	-	2	0
Χάντμπολ Ανδρών	1	0	1	0	-	-	-	-	-	-	-	-	-	-	-	-
**Στίβος	34	61	-	-	-	-	-	-	-	-	-	-	-	-	-	-
***Κολύμβηση	63	12	4	0	1	0	-	-	-	-	-	-	-	-	-	-
Πινγκ Πονγκ Ανδρών	14	11	6	3	-	-	-	-	-	-	-	-	-	-	-	-
Πινγκ Πονγκ Γυναικών	19	3	11	1	-	-	-	-	-	-	-	-	-	-	-	-
Πάλη Ανδρών	2	2	-	-	-	-	-	-	-	-	1	0	-	-	-	-
Πυγμαχία Ανδρών	3	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Πυγμαχία Γυναικών	2	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Καταδύσεις	2	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Γυμναστική	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ιστιοπλοΐα Ανδρών	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Άρση Βαρών Ανδρών	0	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Μοντέρνο Πένταθλο	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ξιφασκία	0	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ποδηλασία	0	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Σκάκι	0	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Τοξοβολία	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Σύνολο	276	262	106	52	9	4	5	0	1	1	13	6	1	1	420	299

τίτλοι	ΟΣΦΠ	ΠΑΟ	διαφορά	Νίκες	ΟΣΦΠ	ΠΑΟ	διαφορά
παανελλήνιοι	396	318	+78	παανελλήνιες	410	292	+118
ευρωπαϊκοί	13	6	+7	ευρωπαϊκές	10	7	+3
διεθνείς	15	8	+7	συνολικές	420	299	+121
συνολικοί	411	326	+85				

*Στο βόλει ο ΟΣΦΠ έχει 17 κύπελλα (16 κύπελλα Ελλάδας+1 κύπελλο Α1 Εθνικής). **Στο στίβο ο ΟΣΦΠ έχει 34 πρωταθλήματα (12 ανοικτού, 1 διασυλλογικό ανοικτού, 8 κλειστού, 12 ανώμαλου ανδρών, 1 ανοικτού γυναικών). Ο ΠΑΟ έχει 61 πρωταθλήματα (23 ανοικτού, 3 κλειστού, 26 ανώμαλου ανδρών, 3 ανοικτού, 6 ανώμαλου γυναικών). ***Στην κολύμβηση ο ΟΣΦΠ έχει 63 πρωταθλήματα (59 open, 4 ανοικτής). Ο ΠΑΟ έχει 12 πρωταθλήματα (open).

(Table source: <http://www.redsagainsthemachine.gr/articles/180721/ekseliksi-ton-titlon-osfp-pao-se-ola-ta-spor-apo-1925-mexri-simera>)

Next, a comparison of two indicative formulae from the official websites of the:



The two images above were published in press releases of the two groups and are indicative of the way the groups communicate information to their audiences. The table below focuses on similarities and differences between the practices that are in place:

OLYMPIAKOS	PANATHINAIKOS
Team colors	Team colors
Brand Image	Brand advertising
Commemoration of Achievements	Branded branding

The two teams are the dominant rival teams in Greek basketball, and as a result, the clash between them is often highlighted in their promotional media. Especially in magazines and the electronic and printed press, there is often a negative image of one team for the other, while similar arguments seem to be used by both teams. The table illustrates the relationship formed between the two groups through the presentation of ways of promoting the opponent.

OLYMPIACOS TO PANATHINAIKOS	PANATHINAIKOS TO OLYMPIACOS
Indirect charges of interference with the arbitration	indirect charges of interference with the arbitration
Presentation of win/loss in a derogatory manner	Reinforcing a negative image of the opponent Reinforcing a negative image of the opponent
Projection of negative role models of fans Projection of negative role models of fans	Indirect accusations against the management of the team Indirect accusations against the management of the team

Finally, the table below presents the main differences found in the ways in which the two groups were promoted:

DIFFERENCES	JUSTIFICATION
Different means of promotion	Panathinaikos uses exclusively modern means of promotion, such as social media.
Collaborations	Panathinaikos focuses largely on collaborating with clothing and footwear companies, unlike Olympiacos which chooses betting companies and other businesses.

Investment in traditional forms of advertising	Olympiacos invests more in traditional forms of advertising, without meaning that it does not also utilize digital channels.
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Conclusions

According to the research presented above, public relations in organizations and specifically in sports teams are a crucial factor for their survival. In general, it could be said that public relations in the field of sport, in the last decades, with the use of technological and social media, have experienced new perspectives and dimensions. It is indicative that in modern times, many people are employed for the public relations of sports teams, while a significant number of volunteers choose to support a team and promote its material or news through online groups or clubs. The above data, emerged from both case studies analyzed in this paper, was found that both the Olympiacos and Panathinaikos teams organize various activities to promote their sport and their sports products. The modern model of public relations in sports promotes the design of new and extroverted actions and the organization of the team in such a way that special emphasis is given to this sector. As defined by modern developments in PR and marketing, both teams have marketing managers who are charged with the difficult task of communicating with the team to the public. Specializing the data of the case studies, it appears that both Panathinaikos and Olympiacos, in the context of public relations development, rely on TV and online advertisements, cooperation with strong brands (see adidas, Nike, bwin) and the organization of important events. It is noteworthy that there is an effort to exploit and integrate new technologies into the services they provide, such as online ticket booking or e-ticketing. More generally, the internet has created new perspectives on the services provided by sports teams and in the way they can communicate with the consumer. The teams studied have additionally started to adopt social media marketing channels to promote their material, as they are active on social media platforms through which they communicate messages to their audiences. In terms of audience, it is evident that both groups are entering the process of audience segmentation, personalizing the services provided according to the age, habits and needs of each group. The reason for this is that the way of approaching the consumer is differentiated and different ways are exploited to attract their interest. In the same

outward-looking context, the creation of supporters' clubs and sports clubs' shops aimed at fans of the teams and selling sports products is also highlighted. In essence, these efforts create a current of support and acceptance of the brand name of each team. It is characteristic that Olympiacos, through its many sporting successes, has created a strong brand name, which it then exploits commercially and products, sporting or not, which flood the market and constitute a monopoly for the team's fans. About this research, it should be noted that there were multiple difficulties in trying to complete the study, which are mainly related to the research part. It was not possible to contact the team managers and therefore, the researcher was limited to online research only through the official websites of these teams. In this context, a suggestion for future research would be to implement face-to-face interviews with some of the group's PR managers to highlight the views and perceptions of the people involved in this issue. Also, another suggestion would be to continue this research in other sports or other teams to draw conclusions about the way PR is implemented in sport in general. Both Panathinaikos and Olympiacos are two sports clubs with a brilliant history in modern Greece, which have been associated with great successes on the field of play and remain popular and have fanatical fans, even a century after their foundation. However, as the study of their strategies shows, it is not enough for a team to be successful in the field of play to become famous, but also to establish itself in the minds of its fans. In fact, the more popular a team becomes, the more profits increase, and as a result it can improve in terms of competition. Given the importance of the financial sector, marketing and public relations are a crucial area for the success of a team.

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