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Organizational Communications Audit

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5 Sources strengths and weaknesses

The Denver Nuggets are the Professional Basketball team located in Denver, Colorado. The Nuggets play at Ball Arena and compete at the highest level, playing for the National Basketball Association. While examining the 5 sources, there are strengths and weaknesses for each media source. First, the game notes are on the main website. When looking up game notes, they include stats, schedule, roster, opponents team stats and notes about highlighted players. Game notes could be seen as a weakness because of the complexity of the game notes for someone who doesn't understand basketball. Second, is the press release. The Nuggets website does a phenomenal job for press releases. On their website, there is a new press release almost every day updating wins, loses and upcoming games. They do a tremendous job on press releases. A weakness could be that you have to look it up on their website, but again, they do a great job with press releases. Third, the media guide is 439 pages. Strengths is that it includes a ton of information. A weakness is that a majority of people are not going to read through the entire media guide. Fourth, social media content on Instagram is good. They highlight the fact that the Nuggets were the 2023 NBA champions on the Instagram page and have a large following with 2.9 million followers. A weakness could be that they do not have a ton of posted short stories on Instagram but overall, their Instagram page looks very strong. Lastly, the advertising is amazing. I live in Denver and the Nuggets are advertised in a majority of downtown Denver. I see tons of merchandise being sold, billboards for the Nuggets and lots of packed games in the Ball arena. A weakness in the advertising is to maintain the same

advertising level even when the team is losing. Overall, each media source for the Nuggets are valuable to the audience, but an organization can always improve in media.


2 selected

The two sources that I want to focus on are Game Notes for the Denver Nuggets and Social Media looking at Instagram for the Denver Nuggets. The reason why I chose these two sources is because I believe the Denver Nuggets can expand and grow on these platforms to make the audience more engaged in their material.


Game Notes for Denver Nuggets **Audit**

For the game notes, the notes consist of players on the Denver Nuggets and their stats, as seen in image below, they include rosters, schedule, opponents team stats, articles about head coach and articles about amazing stats executed by players on the Nuggets. There is a ton of information and strategic planning that goes into the game notes. With that being said, there are 21 pages for one game note that I'm examining. That is a ton of pages for someone to read if they just want the "highlights" of the game. The Game Notes are important and we still need them. They add value and knowledge about players, stats and next opponents being played. The Nuggets do a great job of displaying the information that can be followed by a reader but there is some information in the game notes that is hard to understand at a beginning level.

GAME NOTES VS. CLE 12/5/24



Denver Nuggets (11-8) @ Cleveland Cavaliers (19-3)



THURSDAY, DECEMBER 5, 2024 - ROCKET MORTGAGE FIELDHOUSE - 5:00 PM MT - REGULAR SEASON GAME #20 - ROAD GAME #10

LAST GAME'S STARTERS

PLAYER / 2024-25 REGULAR SEASON AVERAGES

#1	Michael Porter Jr.				F • 6-10 • 218 • Missouri/USA • 6th Season		
	GP/GS	PPG	RPG	APG	SPG	BPG	MPG
	19/19	18.7	7.2	2.7	0.8	0.3	35.5
			Career vs. Cleveland Cavaliers				
	9/7	15.6	5.0	0.9	0.6	0.4	25.0
#32	Aaron Gordon				F • 6-8 • 235 • Arizona/USA • 11th Season		
	GP/GS	PPG	RPG	APG	SPG	BPG	MPG
	9/8	14.8	6.3	3.4	0.7	0.2	29.9
			Career vs. Cleveland Cavaliers				
	22/18	13.8	6.7	2.4	0.8	0.5	29.8
#15	Nikola Jokić				C • 7-0 • 284 • KK Mega Vizura/Serbia • 10th Season		
	GP/GS	PPG	RPG	APG	SPG	BPG	MPG
	16/16	30.1	13.0	10.4	1.7	0.9	37.6
			Career vs. Cleveland Cavaliers				
	18/17	18.8	11.1	7.6	1.3	0.4	31.2
#0	Christian Braun				F • 6-6 • 210 • Kansas/USA • 3rd Season		
	GP/GS	PPG	RPG	APG	SPG	BPG	MPG
	19/19	15.6	5.1	1.9	1.2	0.6	35.0
			Career vs. Cleveland Cavaliers				
	4/0	6.0	2.5	0.3	0.3	0.3	15.7
#27	Jamal Murray				G • 6-4 • 215 • Kentucky/Canada • 8th Season		
	GP/GS	PPG	RPG	APG	SPG	BPG	MPG
	16/16	17.7	4.0	6.3	1.4	0.6	35.7
			Career vs. Cleveland Cavaliers				
	12/10	18.9	3.2	3.9	0.9	0.2	28.2

2024-25 REGULAR SEASON NUGGETS RECORDS					STREAKS	
	RECORD	HOME	ROAD	OT	OVERALL	
OVERALL	11-8	6-4	5-4	2-0	OVERALL	Won 1
WESTERN	7-7	4-3	3-4	--	HOME	Won 1
EASTERN	4-1	2-1	2-0	2-0	ROAD	Lost 1
NORTHWEST	3-2	2-1	1-1	--		

PLAYER STATUS

For an updated injury report please check the link below:

<https://official.nba.com/nba-injury-report-2023-24-season/>

PRONUNCIATIONS

Christian Braun (Brown): Vlatko Čančar (CHAN-char); DaRon Holmes II (duh-RON); Nikola Jokić (ni-KOLA yo-kitch); Zeke Nnaji (NAH-jee); Dario Šarić (SHAH-ritch)

RECENT TRANSACTIONS

10/22/24 ... Signed Aaron Gordon to a contract extension ... 10/16/24 ... Waived Will Richardson, Andrew Funk, and Charles Bediako ... 10/10/24 ... Exercised options on Christian Braun, Peyton Watson, and Julian Strawther ... 10/8/24 ... Signed Will Richardson, Andrew Funk, and Charles Bediako ... Waived Gabe McGlothan, Jaylin Williams, and Jahmir Young ... 9/11/24 ... Signed Jamal Murray to a contract extension ... 7/30/24 ... Signed Spencer Jones to a two-way contract ... 7/27/24 ... Signed Jahmir Young to an Exhibit 10 contract ... 7/26/24 ... Signed Gabe McGlothan to an Exhibit 10 contract ... Signed Jaylin Williams to an Exhibit 10 contract ... Signed Russell Westbrook to a multi-year contract ... 7/24/24 ... Signed DeAndre Jordan ... 7/12/24 ... Signed Dario Šarić to a multi-year contract ... 7/10/24 ... Signed P.J. Hall to a two-way contract ... 7/9/24 ... Signed DeRon Holmes to a multi-year contract ... 7/6/24 ... Signed Vlatko Čančar ... 7/3/24 ... Signed Trey Alexander to a two-way contract.

2024-25 PRESEASON SCHE			
DATE	OPPONENT	SCORE	
10/4	vs. Celtics	103-107	L
10/6	@ Celtics	104-130	L
10/13	vs. Suns	114-118	L
10/15	vs. Thunder	94-124	L
10/17	@ Timberwolves	132-126	W

2024-25 REG. SEASON SCH			
DATE	OPPONENT	SCORE	
10/24	vs. Thunder	87-102	L
10/26	vs. Clippers	104-109	L
10/28	@ Raptors	127-125*	W
10/29	@ Nets	144-139*	W
11/1	@ Timberwolves	116-119	L
11/2	vs. Jazz	129-103	W
11/4	vs. Raptors	121-119	W
11/6	vs. Thunder	124-122	W
11/8	vs. Heat	135-122	W
11/10	vs. Mavericks	122-120	W
11/15	@ Pelicans	94-101	L
11/17	@ Grizzlies	90-105	L
11/19	@ Grizzlies	122-110	W
11/22	vs. Mavericks	120-123	L
11/23	@ Lakers	127-102	W
11/25	vs. Knicks	118-145	L
11/27	@ Jazz	122-103	W
12/1	@ Clippers	122-126	W
12/3	vs. Warriors	119-115	W
12/5	@ Cavaliers	5:00 pm	
12/7	@ Wizards	5:00 pm	
12/8	@ Hawks	4:00 pm	
12/13	vs. Clippers	7:00 pm	
12/16	@ Kings	8:00 pm	
12/19	@ Trail Blazers	8:00 pm	
12/22	@ Pelicans	5:00 pm	
12/23	vs. Suns	8:00 pm	
12/25	@ Suns	8:30 pm	
12/27	vs. Cavaliers	7:00 pm	
12/28	vs. Pistons	7:00 pm	
12/30	@ Jazz	7:00 pm	
1/1	vs. Hawks	7:00 pm	
1/3	vs. Spurs	7:00 pm	
1/4	@ Spurs	6:00 pm	
1/7	vs. Celtics	8:00 pm	
1/8	vs. Clippers	7:00 pm	
1/10	vs. Nets	7:00 pm	
1/12	@ Mavericks	1:00 pm	
1/14	@ Mavericks	7:30 pm	
1/15	vs. Rockets	7:00 pm	
1/17	@ Heat	6:00 pm	
1/19	@ Magic	4:00 pm	
1/21	vs. 76ers	8:00 pm	
1/23	vs. Kings	7:00 pm	
1/25	@ Timberwolves	1:00 pm	
1/27	@ Bulls	6:00 pm	
1/29	@ Knicks	5:30 pm	
1/31	@ 76ers	5:30 pm	
2/1	@ Hornets	5:00 pm	
2/3	vs. Pelicans	7:00 pm	
2/5	vs. Pelicans	7:00 pm	
2/6	vs. Magic	7:00 pm	
2/8	@ Suns	7:00 pm	
2/10	vs. Trail Blazers	7:00 pm	
2/12	vs. Trail Blazers	7:00 pm	
2/20	vs. Hornets	7:00 pm	
2/22	vs. Lakers	6:30 pm	
2/24	@ Pacers	5:00 pm	
2/27	@ Bucks	5:30 pm	
2/28	@ Pistons	5:00 pm	
3/2	@ Celtics	11:30 am	
3/5	vs. Kings	7:00 pm	
3/7	vs. Suns	8:00 pm	
3/9	@ Thunder	11:30 am	
3/10	@ Thunder	6:00 pm	
3/12	vs. Timberwolves	8:00 pm	
3/14	vs. Lakers	7:30 pm	
3/15	vs. Wizards	7:00 pm	
3/17	@ Warriors	8:00 pm	
3/19	@ Lakers	8:00 pm	
3/21	@ Trail Blazers	8:00 pm	
3/23	@ Rockets	5:00 pm	
3/24	vs. Bulls	7:00 pm	
3/26	vs. Bucks	7:00 pm	
3/28	vs. Jazz	7:00 pm	

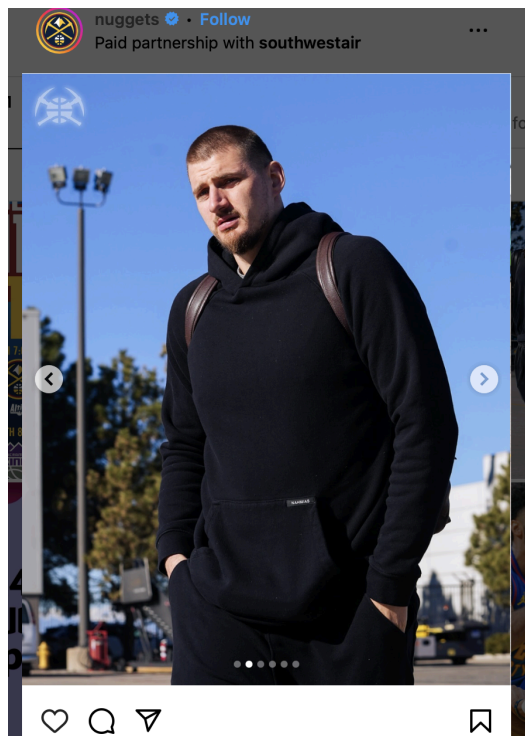
Proposed Change

My proposed change is to create a “mini game notes” for someone who wants to know about the Denver Nuggets, just reading less and getting a little bit of knowledge. For example, the mini game notes could include stats from players, the roster, the next game, two key highlights from the game prior, and a mini lesson about basketball in general to help grow knowledge of the game. Having mini game notes will still keep people interested in the game, but they will have

the opportunity to learn more in a short amount of time reading. We don't want to change the game notes because it's a key part of the game, we just want to add other small game notes for an audience to get a general idea of Denver Nugget players, stats and upcoming games to watch in a limited amount of time.

Social Media for Denver Nuggets **Audit**

The Denver Nuggets Instagram page does a spectacular job in promoting and showcasing the Nuggets. They post frequently, keeping the audience's attention and informing the audience about the team. They post highlight clips during the game, whether it be a dunk or a great 3 point shot. They post scores of the final games. They post pictures of fashion outfits players wear to the locker room. Overall, they post a great amount of content on social media.



Proposed change

One change that could help the social media engagement is to post more videos about getting to know your players. I think that people become more invested into a team when they feel like they know the players. They could create content promoting “Get to Know Your Denver Nuggets Players.” The content could include interviews asking players random questions like, favorite meals to cook, or favorite candy, or favorite activity to do in the off season. Types of questions that introduce the players to an audience. With this type of engagement, I think the audience will become more invested in the players which will eventually turn into being more invested in the team.

Citations

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