

Public relations comic strip summary assignment

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Lebanon James decision to go on television and decide to go to another team. Many players do not have a one hour special about themselves to let everyone know what team that they were going to go play for. But Lebanon James being so arrogant and full of himself and not listening to others even his public relations professional was to able to convince him not to air his decision on television.

Lebanon James was on the cover of Sports Illustrated at the age of seventeen and he signed a ninety million dollar endorsement deal with Nikkei before he played a game in the NAB (Asks, 2010). Lebanon James had a very big ego being so young and also being the most wanted player in the world. Many thought that he was going on air to rebind himself and announce that he was staying with the Cleveland Cavaliers and he was dedicated to bring a title to the city of Cleveland (Asks, 2010).

Many thought that this was such an arrogant move and he deserved an Oscar because of his performance. Lebanon James was only thinking of himself at this time and the fans felt betrayed by him. Lebanon James received red carpet treatment from the team fans and the team. His nickname is King James and they treated him like royalty. Many believe that because he was treated with such royalty is the reason why he acted the way hat he did and aired it on television.

Lebanon James believed that he would only have to go to a team who had good players and he would win a ring with Deanne Wade but many believe that his mind was changed when the team did not win the title the first year

(Asks, 2010). Reference Asks, K. (2010). Crisis communications: Cleveland cavaliers drops the ball on Lebanon James.