**PERL 105 – Lab Assignment #4**

**Apollo 13 (1995)**

The following questions are to be answered based on the knowledge you have now acquired in the areas of **SPONSORSHIP/FUNDRAIING**, **ORGANIZING, SPORT TOURISM** and **DEALING WITH THE MEDIA** as it applies to your viewing of the ***APOLLO 13 (1995)***

All answers must be typed and submitted on or before **MONDAY, NOVEMBER 30, 2020** to either [engert@macewan.ca](mailto:engert@macewan.ca) or [tenger@telus.net](mailto:tenger@telus.net). The answers can either be submitted in the message of the email or as an attachment to an email (Word Document or PDF only – no Google Docs please).

**You will NOT be receiving these submissions back**. Good luck and feel free to email me for clarification at any time\*. I will NOT be providing answers but can steer you in the right direction if you need help.

\* - do not abuse this privilege. Once you get past three requests for help its pretty clear you probably haven’t read or listened to much so choose your questions wisely ☺

**LAB QUESTIONS:**

**Section A – SPONSORSHIP/FUNDRAISING**

1. From what you know about Sponsorship:

* name a corporation you would think could sponsor either NASA or individual astronauts?
* List what they could do for product placement or advertising in this scenario.
* List what you think their ROI would be.

**Section B – ORGANIZING**

1. What type of structure was the control room at NASA, Tall or Flat? Explain how you know and why according to what you know it was a good way to go
2. Is NASA directed more by Specialists or Generalists? Explain.

**Section C – SPORT TOURISM**

1. Many people traveled to Cape Canaveral in the late 1960’s and early 1970’s to watch the lift-offs of the Apollo missions. Pick a “Destination Image” name for that area that you would hope would stick that would spur more tourism to the area during that time:

**Section D – DEALING WITH THE MEDIA**

1. You are in charge of setting up the Media Conferences at NASA during the Apollo program. List three things you will do to achieve a successful event.