



Pickering Soccer Club  
1735 Bayly St. Unit 14  
Pickering ON L1W 3G7  
Tel: 905-831-9803  
Fax: 905-831-8968  
[www.pickeringsoccer.ca](http://www.pickeringsoccer.ca)

## **Pickering Soccer Club Communications and Media Policies and Procedures**

The Pickering Soccer Club (PSC) is an integral part of the vibrant soccer community in the Durham Region. Over the past few years, we have made great strides to grow our brand recognition. We are now celebrating 25 years as trusted and well respected part of the community. Our position provides us with opportunities to work proactively with our members to respond to their soccer needs.

These guidelines have been created to facilitate communications/media opportunities for our members. By taking advantage of the position and extensive contacts of the club, our teams can greatly improve the efficiency and scope of their own communications requirements, raising the profile of the team and the club in synergy.

The goal of this document is to:

- Establish a system that ensures consistent and timely communication between the Club and your team
- Enhance the Club's ability to effectively communicate with your team and to take advantage of your team's success to promote your team, players, coaches in and with the membership and community.
- Better utilize the strong relationship that currently exist between the Club and the media outlets to provide teams this service
- Build on the relationship between teams and the Club to ensure a cohesive and unified partnership.

Overall, this document strives to be a comprehensive yet user-friendly guide to communicating your team's events, opportunities and successes. Much of the advice within is based on the principles, and practices of the Club, in conjunction with the experiences of our Club's Business Manager who has years of experience working with the media, government, community groups and organizations.

Team officials should make every effort to communicate effectively with the club to so that accurate records and maintained, duplication of effort is avoided, and a consistent message from the teams/club is maintained.

One of our key strategic goals is to continue raising the profile of the Club. Our key stakeholders include local, provincial and federal governments, soccer partners, local business and potential sponsors. We rely on our partners to not only deliver our soccer programs but especially for facility development (artificial turf field, future development of our indoor facility)

**It is therefore imperative that the Club and its teams work together in synergy.**

The Club, staff, board are always available, ready to help or advise you if you need assistance.

### **Media Communications**

The PSC is always thrilled to help you share your our team's "successes" with the community. Through the media and other direct communication vehicles, we can help get the message out to our membership and the community as a whole.

Below are a few tools that the Pickering Soccer Club routinely uses:

#### **Media Advisory:**

Media advisories are used to alert reporters to an upcoming event or announcement that will be taking place later. The media advisory must contain all of the logistical details of the event (date, time, location, etc) and should include any applicable context – articulating why this event or announcement is important and relevant to their readers/audience.

To ensure that your event is properly recognized, please provide the Club with the details listed of activities surrounding your event at least a couple of days in advance.



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### **News Release:**

News releases are probably the most commonly used form of communication with the media. They are used to make announcements, to convey new information or to provide comments or perspective on outside developments. News releases should be focused on the key information at hand, provide quotes from key officials or spokespeople, and all relevant background information, facts and figures.

Attached is a standard form that needs to be completed by teams and submitted to the Club so that the Club can properly announce your team's success/championship.

### **Teams are asked not to submit information to the media without Club approval.**

The Club will work on ensuring that the news release reflects the ideal story as you would like to see it in the paper. As many smaller community papers often run news releases almost or entirely verbatim, it is extremely important that the facts, names and recognition is accurate.

### **Letters to the Editor:**

These are best utilized to respond to issues at play in the media which directly affect our Club and especially in cases where there has been direct coverage of the Club and there are problems with the story. Any coverage which contains factual errors, inaccuracies, or which gives a wrong impression, or which doesn't tell the whole story will be responded to immediately with a letter to the editor.

### **Newsletters/Magazine**

The Club electron newsletter or annual Club magazine are an excellent tool for keeping players, parents, membership, the community at large and key media contacts apprised of what's happening at Pickering Soccer Club. They generally focus on smaller or lighter announcements and developments which don't warrant a news release or other direct/urgent communication to the media and public, but which are still important and relevant to our membership: new or changes programs, equipment, board/staff appointments, or brief features on individual people.

The Club would ask that if you want to submit information for the newsletter or annual Club magazine, that you provide the details electronically and quarterly.

### **Paid Advertising:**

Paid ads can be important tools to supplement earned media or other communication efforts, especially if an urgent issue should arise. Budgetary consideration is given to advertising contingencies as well as in conjunction with planned open houses or fundraising initiatives.

### **Website**

The Club's website should be viewed as a primary communication portal for reaching all audiences. The Club Administrator and Board Web Master are primary responsible for all communication products. The Club is working on a new design/look to the website. Once completed, teams will be invited to join their team websites under the Pickering Soccer Club umbrella.

Password protected, teams will be responsible for uploading all communication product to their team's website.



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**Media coverage/recognition for Team Success**

Name of Team/Age Group:	
Date of Game(s):	
League/Tournament Name:	
Score of the game(s):	
Result of the Tournament:	
Pickering Power goal scorer(s):	
Pickering Power goal keeper:	
Other highlights:	
Team record:	
Next game:	

Please return completed form to Shelly Augustin at [manager@pickeringsoccer.ca](mailto:manager@pickeringsoccer.ca) or fax to 905 831-8968.