



Pickering Soccer Club
1975 Clements Road
Pickering ON
LIW 4C2
Tel: 905-831-9803
Fax: 905-239-0067
www.pickeringsoccer.ca

MEDIA COMMUNICATIONS POLICIES & PROCEDURES

The Pickering Soccer Club (PSC) is an integral part of the vibrant soccer community in the large catchments area of the Durham Region. This provides our Club with many opportunities to both work proactively with members of the community and respond to their soccer needs.

This document has been designed as a tool to assist you as you deal with your team's requirements. 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 key learning from our Club's Business Manager who has had years of experience working with the media, government, community groups and organizations.

It is important that managers continue to work with the Club and keep them informed so that accurate records are maintained.

As it is one of the Club's key strategic goals is to raise the profile of the Club with key stakeholders, local, provincial and federal politicians and soccer partners and potential sponsors. It is therefore imperative that the profile of the Club and the supporting efforts of the teams are working together to achieve this goal.

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

Media Communication

There are many different ways that we can share our teams and Club "success". Through the media and or tools that provide direct interaction to our membership and the community as a whole. Below lists a few tools that the Pickering Soccer Club uses to get the messages out.

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.

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 development. 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.



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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 unless approved by the Club.

The Club will work on ensuring that the news story style, reflecting 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.

Keep in mind that depending on the day and the headlining stories; some news stories may not make it into the papers or may be delayed.

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

Date of game(s):

League/Tournament name and age group:

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 manager@pickeringsoccer.ca or fax to 905 239-0067.