

POLICY CATEGORY	Communications, Marketing and Media		
POLICY TITLE	<i>Media Liaison</i>		
DOCUMENT NO	6.2	VERSION	1
CONTACT	Management Committee		
IMPLEMENTATION DATE	01 Jan 2017	REVIEW MONTH	November
FIRST ISSUED	Approved – 9 Nov 16	REISSUED	
RELATED DOCUMENTS	6.1 – Brand and Identity 7.8 – Recordkeeping		
AUTHORITY			

Scope	This policy applies to all Committee Members.
Purpose	This policy details the approach to media liaison that has been adopted by the Bribie Island Soccer Football Club.
Responsibilities	Management Committee The President is the principal spokesperson for the club, but may delegate depending on the issue. The President is the final approver of any media releases.
Process	Media Contact <ul style="list-style-type: none"> When sharing match reports and other information with the media, the President is to receive a copy of what is provided. The Governance and Communications manager is also to receive a copy so that records and a register can be kept.

	<p>Media Release</p> <ul style="list-style-type: none"> • Media releases are the standard way of providing information to the media. Journalists and newsrooms receive hundreds of media releases every day. • Any member of the committee can prepare a media release • Presentation <ul style="list-style-type: none"> ○ Must be typed on letterhead ○ Identify it as a media release ○ Date it ○ Use a catchy headline ○ Use one side of the paper only and keep to one page where possible ○ Check for spelling and typos • Information <ul style="list-style-type: none"> ○ Who, what, when, why, where and how? ○ Short paragraphs. Clear sentences. Use layman's terms ○ Your first paragraph is short and punchy. It is the story in a nutshell ○ Provide news angles (ie focus on what is news – check your local paper for ideas) ○ Use present tense and active language ○ Include important facts and statistics but don't overload ○ Use quotes to support your release ○ Have someone proof your release • Contacts <ul style="list-style-type: none"> ○ Provide a contact telephone, mobile and email for more information ○ Make sure the contact person is available and returns calls promptly
	<p>Recordkeeping</p> <ul style="list-style-type: none"> • Any additions, amendments or updates to this document are to occur via the Management Committee. • Approvals will be recorded into the committee minutes. • The committee, as part of its record keeping will retain previous versions for future reference. • The committee, as part of its record keeping will retain media records as per the club recordkeeping policy.
Resources	<ul style="list-style-type: none"> • Media Release Template
References	<ul style="list-style-type: none"> •
Definitions	<ul style="list-style-type: none"> •