

The FA Charter Standard Club Programme

Press Release Guidelines



Football Club Press Release Guidelines

Many people in the football industry have a poor view of the media - often because negative football stories achieve larger headlines - but, due to the huge public interest in the game, their power in communicating messages to a wide audience is unrivalled.

Whilst it often appears that the media is only interested in these negative stories, tremendous opportunities exist to promote your activities and the role of football generally.

Developing a Media strategy

Effective communication with the Media should ideally be managed through a strategy, which sets out what messages you want to communicate, and how you go about doing it.

Develop the message you want to get over

- What does your Association/ Club do? Provide a 'profile'. Outlining your full range of activities is a useful tool to have, to help external organisations gain an understanding of the scope of your work
- Information about regular activities: competitions, coaching courses, refereeing

- New developments: grants, local initiatives and sponsorship deals.

Who communicates?

- Identify a Press Officer
- Encourage your associations, leagues and affiliated organisations to do the same
- Establish internal lines of communication to ensure the relevant information gets to the press officer for dissemination.

Get to know who your local media contacts are

- When and where they appear
- What audience they cover
- Identify sections or programmes that can be planned in advance
- Be aware there are other issues which will also need to be addressed at short notice
- Regular: fixtures/results for competition.

How to communicate

- Press releases
- Bulletins and newsletters

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- Posters, leaflets, websites etc
- Personal contacts.

Effective communication tools

- Press releases
- Telephone interviews
- Face to face interviews
- Photocall opportunities
- Local radio
- Regional television
- Open days/special events
- Sponsorship
- Newsletters and bulletins
- Developing long-term relationships with the media.

Producing a good press release

- The date
- A good headline with the correct layout
- The key message should appear in the first paragraph:
-Who? -What? -Where? -When?

- Check spelling and grammar
- Note to editors, contact name and telephone number
- If you are the nominated spokesperson, make sure YOU are available.