

SCOTTISH JUNIOR FOOTBALL ASSOCIATION



MEDIA POLICY

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1. Introduction

- 1.1 The Scottish Junior FA (SJFA) aims to promote & increase participation in Junior Football.
- 1.2 This document is designed to give clear guidance to the SJFA Management Committee, working groups, staff and all SJFA members on dealing with media enquiries. It highlights the need to have a single person with responsibility for interface with the media thus giving consistent and considered replies.
- 1.3 The Association Secretary will have responsibility to act on behalf of SJFA. Media enquiries may cause potential risks leading to possible bad publicity and future liability. While risk can never be eliminated, however, it can be reduced by following these simple guidelines and procedures.

2. Main Tasks

- 2.1 To raise the profile and image of SJFA, SJFA regions, leagues and clubs;
- 2.2 To promote and publicise all aspects of SJFA and its members in a positive way through the production of newsletters, information sheets and media releases;
- 2.2 To act as a spokesperson for SJFA issuing ALL media statements as required;
- 2.3 Ensure updated, relevant and accurate content on website;
- 2.4 Ensure updated, relevant and accurate content on Twitter posts;
- 2.5 Ensure that all members when facing a media enquiry are fully advised and supported;
- 2.6 Establish links with local and national media;
- 2.7 Set-up and maintain a contacts list.

3. Tools for the Role

- 3.1 Use of a computer and software with access to the internet;
- 3.2 Association Secretary to be responsible for production and publication of information and publicity materials;
- 3.3 A list of contacts.

4. Forms of Media

- 4.1 Newspapers, magazines and newsletters
 - Most interviews are audio taped and the reporter usually has more time to process any information.
 - Interviews generally last longer than media interviews.
 - Stories can be read and re-read, are longer and contain more detailed information.

- Radio both recorded and live
- Your interviewer/audience may be informed and have an idea of the issues at hand.
- Some irrelevant and annoying questions may be asked.
- Phone-ins can vary between supportive to hostile with your answers being played back many times.

4.2 Electronic e.g. internet

- Internet chat forums and blogs are now popular a way for people to chat on a one on one basis.
- Under the circumstance, you need to be careful of what you say as it is in writing and can become viral.

5. Media Interviews

- 5.1 In order to ensure consistency and minimise reputational risk to the SJFA, member clubs and individuals, it is strongly advised that any media enquiries are passed to the SJFA Association Secretary for initial consideration.
- 5.2 If you receive any unprompted enquiries from a member of the press or broadcast media, you are advised to take their contact details (Name, contact number and media organisation) and pass them to the Association Secretary, who will, if necessary, consult with the SJFA Management Committee before advising on the best way to respond.
- 5.3 In urgent cases, when the Association Secretary is unavailable, contact should be made with the Association Treasurer / Assistant Secretary. Contact details are on the SJFA website.