

PACIFIC COAST SOCCER LEAGUE



Please use the following PCSL Media Release Guidelines and tips for traditional and Internet media for the releasing of news to promote your players, teams, clubs and the PCSL. Please contact Neil W. Humphrey, at neilwumphrey@telus.net if you have any questions or suggestions for the PCSL Media Release Guidelines package.

Tips – These are some general tips for writing content and getting buy in from your local newspaper and your web site viewers.

- Use the KISS principle
- Brand you news release and Internet content so readers can get know your club and the PCSL
- Release news on a regular and timing basis around your games
- Announce up and coming games to increase interest and attendance for your club and the PCSL
- Follow up on those games with a great news release with content that draws in the reader.

Pictures – Pictures help sell the content on the Internet

- Use quality pictures
- Headshots for individual or key player stories
- Action shots for general game reporting

Distribution – Establish a relationship with the Sports Editor as they are always looking for community news. Know their print cycle and deadlines

- To the players and families in your club via Email and on your web site.
- To the local community newspapers to drawn in the local community. Many of the newspapers can be found here www.blackpress.ca
- To the soccer online community of which there are many web sites. A good starting point will be www.bcsoccerweb.com

Samples –

- See page 2 for a sample media release

Sections

Contact Info & Logo of your team / club

PACIFIC COAST SOCCER LEAGUE

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E: rfhoves@pcsl.org
W: www.pcsl.org

Body



Release Info:

FOR IMMEDIATE RELEASE

Headline: Must grab audience's attention & draw them in.

PACIFIC COAST SOCCER LEAGUE KICKS OFF SEASON ON May 10, 2008

28 Men's and Women's Teams from across the Pacific Northwest begin their season

Subhead: Not all releases need one, but if you're going to use one, make sure it's descriptive and builds on the headline.

Dateline: Includes the city of origin, and the date of the release.

SURREY, BC – May 4, 2008 -

Lead Paragraph: This is the single most important paragraph in the whole release. If you don't draw your reader in here, you've lost them forever. This is your chance to set up your story in a single sentence or two.

Lead Paragraph

Second Paragraph: This is where you dive into more detail and set up story for the reader, giving some more background or context.

Second Paragraph

Body: This is where you give all the relevant information for your reader, facts, stats, customer testimonials and other third-party information. Write with your audience in mind.

Body

Boilerplate: Tell your audience about your organization. Keep it brief; just who you are and what you do.

About The Pacific Coast Soccer League:

The Pacific Coast Soccer League ("PCSL") The PCSL is an inter-city, cross-border league with a season that runs typically from May to August. Member clubs are drawn from across the Pacific Northwest in cities from the British Columbia interior, the Fraser Valley, the Lower Mainland, Vancouver Island, through Washington State and Oregon at times.

Contact Information:

This can go either at the top or the bottom of the press release. If you distribute the release over the wire, the contact information will appear at the end.

For more information, please contact:

Richard Howes, Communications, P:(604) 574-9253, C: 778-549-9254, E: rfhoves@pcsl.org, W: www.pcsl.org

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