

# **HAWKS**



**2011**

## **Hawthorn Football Club Media Policy**

# Contents

## **PART ONE: Overview**

1.1 Purpose.....	3
------------------	---

## **PART TWO: Process**

.....	4
-------	---

## **PART THREE: Media opportunities and Club communication**

3.1 Media releases.....	5
-------------------------	---

3.2 Training.....	5
-------------------	---

3.3 Media conferences.....	5
----------------------------	---

3.4 Feature interview requests.....	6
-------------------------------------	---

3.5 Website.....	6
------------------	---

3.6 Issues.....	6
-----------------	---

## **PART FOUR: Players**

.....	7
-------	---

## **PART FIVE: Match day**

5.1 Pre-match.....	8
--------------------	---

5.2 Post-match.....	8
---------------------	---

## **PART SIX: Official Club spokespeople**

.....	9
-------	---

## **PART SEVEN: Contacts**

.....	10
-------	----

## **PART ONE: Overview**

The Hawthorn Football Club Media Policy provides a practical framework for media to interact with the Club.

This Policy details processes through which Hawthorn and media agencies can collaborate effectively and efficiently.

In accordance with this Policy, media agencies and those employed by media agencies will have an understanding of the weekly media opportunities available, the interview request process, match day activities, communication of key weekly Club information and spokespersons on various Club activities.

Hawthorn's Communications department will ensure the Club's media commitments, responsibilities and special requests are managed with equal consistency.

### **1.1 Purpose**

The Media Policy ensures all internal and external (including media) parties are aware of the Club's procedures when it comes to making a request for public comment for television, radio, print and internet mediums.

It has been developed to ensure all media requests are treated equitably and in a timely manner that allows deadlines to be met where possible.

## **PART TWO: Process**

Hawthorn Football Club intends to deliver desirable, streamlined outcomes for all parties by conducting all media liaison via a central point of contact.

Therefore, all media requests are to be directed to the Communications department who will recommend the appropriate spokesperson and manage the process.

The Communications department reserves the right to refuse a request if the appropriate channels are not followed.

The Communications department will be available to make comment on the following:

- General team information, training schedule and travel information
- Promotional activities/Club events

The Communications department will also delegate media requests on the following issues where appropriate:

- Recruiting
- Fitness
- Marketing and sponsorship
- Membership
- Injuries

## **PART THREE: Media opportunities and Club communication**

### **3.1 Media releases**

In season, Hawthorn will distribute a release every Monday, which includes an injury report, training schedule, media opportunities, travel if applicable and any Club events/promotions.

A further media update will be issued each Thursday and will include team selection and revised Club information.

Additional media releases will be issued as required.

*All media releases are distributed via the AFL's national media list (email). To be added to this database individuals or organisations should contact the AFL Media department.*

### **3.2 Training**

Training times are posted on *hawthornfc.com.au* and detailed on the Club's Monday media release. A regular week will include two open skills sessions (one session may be recovery) and one closed training session.

When the team plays on a Sunday in Melbourne, there will be a light training session on Saturday at Waverley Park. For interstate games, the team will usually travel the day before and will have a light session at that venue.

### **3.3 Media conferences**

A senior player will be made available either before or immediately after training/recovery early in the week (Monday or Tuesday TBC).

Senior Coach Alastair Clarkson or an assistant coach will be made available at the team's final training session before a game (usually Friday or Saturday). In the event the team is travelling interstate, Clarkson or an assistant coach will usually be available to speak with media at the airport on departure.

When the team plays on a Friday or Saturday night, a player will be available the next morning at recovery.

AFL media accreditation is to be brought to all Hawthorn media conferences. The Club reserves the right to omit non AFL accredited media.

### **3.4 Feature interview requests**

As per the standard process, all feature interview requests for a Hawthorn official, coach or player are to be directed to the Communications department.

The Communications department will endeavour to accommodate media requests for feature interviews provided the initial request is made at least one business day prior to the preferred time for the interview.

The Communications Manager or Coordinator will then liaise with the official, coach or player. One of three outcomes will be achieved:

1. An interview date and time will be established
2. The reporter/journalist will be given clearance to liaise directly with the requested interviewee
3. The request will be declined, in which case the Communications department will work with the media to find an alternative person to interview

This request process has been formed for planned media activity e.g. feature requests, game preview stories, radio interviews etc. The Club will continue to respond to breaking news stories in an appropriate time frame.

Please note: due to the increasing number of accredited media, not all requests can be fulfilled.

### **3.5 Website**

*hawthornfc.com.au* is a useful guide to Club information such as news, announcements, injuries, training times and profiles. In 2010 HawksTV and HawksRadio will provide additional Club news, player information and a variety of content. Audio files of interviews that appear on the Club's website can be supplied on request.

### **3.6 Issues**

#### *Contracts*

The Club makes no comment on player contracts while negotiating with the player and his manager. Once finalised, a media release will be issued to media via email.

#### *Injuries*

The Club views player medical information as confidential. As such, it will only release injury information after discussion with the player and medical staff. The Communications department will release this information on the Club's Monday media update or via media alert and on *hawthornfc.com.au*

## **PART FOUR: Players**

- Media may request interviews with individual players, providing the request goes through the Communications department in the first instance. Media are asked not to contact players directly.
- Players are instructed to refuse interview and photo requests if they do not come through the Communications department.
- The Communications department will encourage players to speak with the media when requested. If the player declines, the Communications Manager or Coordinator will look for an alternative.
- Players selected to play will not be available for pre-match media on match days.
- Players will not be available for media on their designated day off.
- A senior player will be available every Monday to speak to media about the previous/upcoming match and any other issue. Media is advised via email of the details.

## **PART FIVE: Match day**

Hawthorn Football Club Communications department requests the media respect the following guidelines on match day.

### **5.1 Pre-match**

- Media are asked to put their pre-match requests into the Communications department by 5pm the Wednesday before a game.
- Pre-match media requests will be spread evenly between the coaching staff and injured players. Requests will be confirmed on a first in/first-served basis with preference given to the official broadcasters (TV and radio).
- No player selected in the team will be available to speak with the media before the game.
- A senior coach will fulfill one pre-match media request (host broadcaster has priority, then first in applies).
- Assistant coaches and injured players are available for all other requests prior to a game.
- Hawthorn Football Club match day functions are fully ticketed events. Media wishing to attend the President's Function should have the appropriate AFL media accreditation and register their attendance as early in the week as possible with the Communications department or by 12pm Friday before a game at the latest. Names are required to ensure event staff can guarantee entry.
- As set out in the AFL Media Policy, media are not permitted to enter the Hawthorn change rooms of any venue before a match or during the half time break without prior arrangement being made with the Communications department.

### **5.2 Post-match**

- Only AFL accredited media and broadcast right holders may enter the Hawthorn change rooms post-match.
- Players and coaches are available for interviews after a game provided the requests are made through the Communications department.
- A player who has been injured or reported during the game will not be available for interview.
- After a win the TV and radio broadcasters are able to interview one player (radio) or coach (TV) straight out of the Club song. The team will then warm down and players will be available for further interviews after this time.
- After a loss the players will warm down followed by a meeting with the coach and will then be available for interview.
- As per the AFL Media Policy, a player retains the right to refuse an interview request.
- At no time is media to access the player shower and medical/treatment areas.

## **PART SIX: Official Club spokespeople**

The following people will be able to comment on Hawthorn Football Club on subjects relevant to their position:

### **President – The Hon. Jeff Kennett AC**

Major Club announcements  
Policy/Board announcements and issues  
Responses to AFL Commission issues and Club Presidents  
End of year financial results

### **Chief Executive – Stuart Fox**

All administrative operational issues including:

- Business ventures
- Senior management appointments
- Issues raised by the AFL chief executive and chief executives of AFL Clubs
- Sponsorship, membership, marketing and merchandise issues
- Fixture and draw
- Expenditure and profit/loss

### **GM – Football Operations – Mark Evans**

All football operation issues including:

- Tribunal and player suspensions
- Injury updates
- Players' off-field incidents
- Contracts
- AFL football operation issues

### **GM – Player Personnel and Strategy – Chris Pelchen**

- Trades and drafts — *official spokesperson during trade week and draft period*

### **Senior Coach – Alastair Clarkson**

- Team performance
- Player performance and progress
- Team structure and selection
- Preview and review matches
- AFL football operation issues

### **Assistant coaches (Brendon Bolton, Leon Cameron, Adam Simpson, Ross Smith)**

Hawthorn's assistant coaches provide media support to the senior coach and are available to comment on:

- Team performance
- Player performance and progress
- Team structure and selection
- Preview and review matches

## **PART SEVEN: Media contacts**

### **Communications Manager**

Clinton Bown

03 9535 3052

0409 222 559

[clintonb@hawthornfc.com.au](mailto:clintonb@hawthornfc.com.au)

### **Communications Coordinator**

Leah Mirabella

03 9535 3061

0407 896 553

[leahm@hawthornfc.com.au](mailto:leahm@hawthornfc.com.au)

### **Hawthorn Football Club**

Stadium Circuit

Mulgrave VIC 3170

PO Box 829

Mount Waverley VIC 3149

T: 03 9535 3000

F: 03 9535 3050

[hawthornfc.com.au](http://hawthornfc.com.au)

[facebook.com/hawthornfc](https://www.facebook.com/hawthornfc)

[twitter.com/hawthornfc](https://twitter.com/hawthornfc)