

# **HAWKS**



**2013**

## **Hawthorn Football Club Media Policy**

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## **PART ONE: Overview**

The Hawthorn Football Club Media 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, which 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 AFL Media Policy**

In accordance with the 2013 AFL Media Policy, Hawthorn will select four players each week to fulfil media commitments. Each player will be made available for approximately 2-3 requests during that week.

As per the Club's regular weekly process, a senior player from the selected group will hold a press conference on Monday.

At least two of the selected players will also be required to take part in an exclusive vision opportunity with AFL Media, making them unavailable for other vision-based media requests however they can take part in radio, print and website media commitments.

All other media requests for players will be assigned around these commitments.

Ideally, interviews will be conducted in a 30 minute media session before or after the Monday press conference, with the exception of radio.

Requests will be determined on a 'first in, best-dressed' basis.

### **3.2 Additional media requests**

While the Club anticipates the majority of requests will be fulfilled in the Monday media session, any additional requests (for magazine programs for example), should be received by **10am Monday** morning for the week/weeks ahead.

### **3.3 Media releases/updates**

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

An injury report will be distributed in a media update every Tuesday.

A further media update will be issued each Thursday, which will include team selection, revised Club information (where applicable) and match-day 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.*

### **3.4 Media conferences**

As outlined earlier, a senior player will be made available either before or immediately after training/recovery early in the week (Monday).

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, on occasion 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.

### **3.5 Player access**

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 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 (which is usually Wednesdays) or in their annual leave periods.

### **3.6 Training**

Training times are posted on *hawthornfc.com.au* and detailed on the Club's Monday media release.

The Club typically holds an open session the day before a game.

### **3.7 *hawthornfc.com.au***

*hawthornfc.com.au* is a useful guide for Club information such as news, announcements, injuries, training times and profiles. In 2013 HawksTV 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.

### **3.8 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 Tuesday media update or via media update as required 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 Officer 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 or during annual leave periods.
- 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**

Pre-match media will take place according to the 2013 AFL Media Policy.

Media are asked to put their pre-match requests into the Communications department by **5pm Tuesday** before a Friday game or **5 pm Wednesday** before a Saturday/Sunday game.

Pre-match media requests will be spread evenly between the coaching and administrative staff, and injured players. Preference will be 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 fulfil one pre-match media request (host broadcaster has priority, then first-in applies).

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.

### **5.2 Post-match media**

Post-match media will take place according to the 2013 AFL Media Policy.

The Communications department would greatly appreciate if media could make post-match requests through the staff, as they can assist with player access.

A player who has been injured or reported during the game will not be available for interview.

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 – Andrew Newbold**

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

### **Chief Executive Officer – 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

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

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

### **Assistant coaches (Luke Beveridge, Brendon Bolton, Brett Ratten, Adam Simpson)**

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

### **Recruiting and List Manager – Graham Wright**

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

## **PART SEVEN: Media contacts**

### **Communications Manager**

Leah Mirabella

03 9535 3061

0407 896 553

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

### **Communications Officer**

Sarah Allen

03 9535 3093

0422 328 375

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

### **Hawthorn Football Club**

Ricoh Centre – 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)

\*Accredited media can also follow the Hawthorn Football Club's Communications department on twitter at [twitter.com/HawthornFCmedia](https://twitter.com/HawthornFCmedia) for instant updates and notifications.