

COMMUNICATIONS STRATEGY FOR THE SCOTTISH FA

The aim of the Communications Department is to promote the work and corporate values of the Scottish FA to the outside world, including the media, influential decision-makers, and the family of football.

All available communications tools will be used, including internet, email, broadcasting opportunities and publications.

The department will provide appropriate strategic advice and support to the Chief Executive, standing committees and members of Council, to help communicate their work to the outside world.

KEY ISSUES

The SFA's place in European and World football

European Championship qualification

World Cup qualification

Status of the national teams

Influence within UEFA and FIFA

Development of football

Youth football development

Facilities strategy

Grass roots investment

Referee recruitment, credibility and reputation

Administration of the game

Disciplinary framework

Behaviour of spectators

Match ticket sales and promotion

Club licensing

Doping control

METHODS OF COMMUNICATION

Rapid response to telephone enquiries on topical events, with an out-of-hours contact being circulated to the media. If an answer is not immediately available, acknowledge the enquiry and respond in due course.

Press conferences should be called only for major announcements and initiatives, and for daily news on national teams while the teams are together.

One-to-one briefings can be arranged for senior staff with selected journalists to put across key issues.

Monitor media coverage and respond accordingly, in particular to correct errors or misleading comment.

Speakers:

Head of Communications and departmental staff: first point of contact, with power to respond directly or to refer the call to the most appropriate person. Issue statements on behalf of committees and Chief Executive.

Chief Executive: for major issues, commenting on the SFA viewpoint and policies.

National Team Manager: for all national team issues.

Heads of Department: are encouraged to make specific comments explaining the processes in their area of expertise.

President: for major policy issues.

Committee Chairmen: for specific committee policy issues.

Resources:

Internet and email: announcements to be posted on SFA website, then emailed to mailing list of around 300 journalists.

Telephone: Staff to be available to respond at all practical times. Out-of-hours mobile numbers circulated to media.

Print: circulate printed material such as SFA Handbook and Annual Review as widely as possible, to ensure media has up-to-date information.

Facilities: provide the facilities necessary for the media to do their job without unnecessary distraction.

Tactics:

Be accurate and authoritative when responding to questions.

Be persuasive, selective, and respect news values without revealing unnecessary or potentially damaging information.

Values – be honest, helpful and courteous.

Avoid stating personal opinions, particularly where committee decisions are being questioned.

DESIRED OUTCOMES

Accurate reporting of SFA affairs.

Convey the impression of an efficient, modern and responsive organisation.

Greater recognition of the SFA's role in Scottish society and world football.

Gain an improved respect and understanding for the Scottish FA and its people.