

Press Reports Tips and Guidelines

Stratford Herald is the paper which publishes most often and in most detail. Therefore, write to their requirements and let the other papers – Chronicle, Standard etc edit for their own purposes.

Tips and Guidelines

1. 200 words per match – or age group if two games played. The Herald seem to get upset if it is much more than this so try to keep to absolute maximum of 210 words. Less is OK!
2. Start with 'Alcester u10s.....'. This highlights the start of the report in a block of type and allows people to go straight to the report they wish to read.
3. Include the names of the Alcester try scorers first and surname.
4. Try to accentuate the positive – even in heavy defeats.
5. Include the name of the **Man of the Match** near the end of the report.
6. Include the names of those players who do not often score. Many players put in good work (especially forwards) but without scoring. Rotate from week to week. It can be a great thrill for a child to have his/her name in the paper.
7. If you name a child twice in a report, full name first time, surname only second time. This allows for more words and the paper tends to do this anyway!
8. Include the **score** at the end of the report!
9. Including any week to week trends or season information is good eg 'continued their unbeaten run', 'first try of the season', 'biggest margin of victory'.
10. Exciting adjectives work well – 'crunching tackle', 'jinking run', 'flowing passing' – I am sure you can do much better than me.