

MAXIMUM EXPOSURE

GUIDANCE FOR ENHANCING YOUR COUNTY MAGAZINE

SEPTEMBER 2010



Get **into** Football



The FA invests a six figure sum annually in providing CFAs with the County magazine communication tool. Evidence from the 2010 annual stakeholder survey suggests that this is a good use of resources. Furthermore, a third of respondents would like to receive the magazine.

The 2010 annual stakeholder survey also tells us that there is a correlation between increasing knowledge of the CFA and perception of it. Therefore, providing a quality magazine to more people should see CFAs improving the way they are perceived by stakeholders.

However it is important to ensure that The FA gets full value for its investment and the County FA use the tool to ensure maximum exposure for the fantastic work that it does.

The FA provides the following guidance to assist CFAs fulfil the potential of their magazine.

From May 2010, The FA will take a prominent editorial role in raising the standard of content and design, to ensure that this objective is met. We will take a proactive role in suggesting amendments to articles and where necessary return stories that we feel do not positively add to the image of the CFA.

The objective of this action is to maximise the impact of every article on every page that The FA and CFA produce.

WHAT READERS WANT TO READ AND SEE IN A MAGAZINE



STORIES

- Achievements of people, clubs and leagues.
- The difference the CFA is making to the game and what difference this has made to people's lives and the communities they live in.
- How elements of the game are being developed. How is the County FA implementing its NGS County plan.
- Re-emphasise what the CFA is there to do. And remind of the breadth of work they do and how they can help.
- What new facilities have been developed and how is it having a positive effect on the members of the club and the community.
- What facilities are needed? What will happen if the club/community do not get them. How will it affect people.
- What help can the CFA give or signpost stakeholders to in terms of grants, funds and other pots of money that are available for clubs/ leagues/ groups to tap into and gain access to.
- How is the County FAs implementation of the Respect Programme having a positive effect on stakeholders.
- Stories about award winners, not just who won awards.
- How is the CFA helping Clubs through the Charter process and what does achieving the Charter Standard mean for clubs.
- What player/coaching/volunteering pathway has the County developed. Ensure that the story has a focus of the person within the process and not just the process itself. Generally, people are interested in people not processes.
- Good news. If you have good news from surveys, focus groups etc. Tell people that your stakeholders think you are great.
- Always cross reference stories to your website.
- Stories about the roles of staff and how they can help.
- How CFAs are engaging new and diverse communities.



EXCLUSION ZONE

CONTENT THAT PEOPLE (MAY) WANT TO READ BUT NOT IN THESE MAGAZINES WEBSITES OR E-NEWSLETTERS MAY BE MORE APPROPRIATE FOR THESE

- 'Parish' notices such as; dates of meetings, courses etc.
- County cup draws, scores and match reports.
- Representative sides fixtures, results.
- Coaching course dates.
- Avoid pictures of damaged facilities.
- Generally speaking, 'time-sensitive' articles.
- Stories of board or council members' trips with FA/ England representative teams.
- Not long lists of award winners and multiple pictures of people shaking hands.
- Images of half or nearly built buildings and empty playing fields.
- Stories about staff with lots of their personal interests and inter staff 'banter' should be avoided. Staff members names, never nicknames, should be used if stories of this nature have to be included.



IMAGES

- Ensure the images are crisp. Do not use a mobile phone. Invest in a digital camera, or create a relationship with the local newspaper and get access to photographs they have from their photographers.
- The images should be preferably of people, from all walks of the football community, ideally enjoying themselves playing, coaching or refereeing the game.
- The image that we want to portray of CFAs being dynamic, vibrant, diverse, engaging, outreaching. Do your photographs portray this image?

AUDIENCE

- What partners and partnerships are the CFA working in. Tell people how the CFA are bringing people together and that they are a part of a bigger picture.
- Expand your distribution list to include local stakeholders outside of football. Consider sending your magazine to; local politicians, i.e, MPs, MEPs, Local Councillors. Local Authority Executive and heads of departments pertinent to the County FAs work. Police and Fire Services. Leisure Services/Centre. Small sided games provider, sponsors, schools. Youth Service etc.

DARREN BERNSTEIN

CFA Business Support Manager
(Marketing and Communications)
Football Services Division
The FA Group
Wembley Stadium
Wembley
London
HA9 0WS

Postal address

The Football Association
Wembley Stadium
PO Box 1966
London
SW1P 9EQ

T: 07980 189 306

E: darren.bernstein@TheFA.com



TONY WARRINGTON

Production Director

e-Sports Publications

T: 07775 697493

E: t.warrington@espcolour.co.uk

W: www.e-sportpublications.co.uk