



Press & Media Relations Policy

1. The Club believes in presenting an image of honesty, openness, accountability and responsibility in all dealings with the press & media. We accept that the press & media are essential means of raising awareness about the many activities of the Club.
2. It is important that at all times the Club is perceived to be professional and business like in its operations and that press & media releases and Media calls are written to maximise the potential of informing the public and our supporters in positive light.
3. The priority in all information made available to the press & media, is to raise the awareness about club activities, to inform them about the work of the Club and to increase awareness and the credibility of our work within football, education and other areas of our work commercially and within the Highland community.
4. The use of the press & media to publicise our work at local, regional and national level is to be encouraged and will remain as certain staff members duties being overseen by the Director of Football.
5. It is important to ensure the correct message is being portrayed to the press & media at all times and in a manner in which the Club is perceived can be maintained and managed in agreement with the Board of Directors.
6. In the event of the press/media approaching any member of the Club on any matter other than those mentioned above, they should be referred to the Director of Football who will provide the only comments.