

Alameda Little League Publicity Write-up Submission Process and Guidelines

Intro:

Alameda Little League provides game write-ups to the local media, electronic and print. It is the responsibility of the HOME team manager to submit the write-up for a game. Managers may want to delegate this responsibility to a parent.

Write-ups will be limited to a total of 75 words. This is the limit imposed by the print media. We want to publish as many write-ups as possible. Every child in Alameda Little League should see their name in print at least once during the season. Also, publishing write-ups is a service to our sponsors.

The deadline for submission to the Communication Director is 7:00pm Sunday. Please send write-up to **pskuta46@gmail.com**. Reports submitted later than the deadline will be submitted to the local papers the following week. Half complete reports will be published after giving the non-submitting team a week to reply.

Submission Process

- 1) The HOME TEAM manager is responsible for submitting the write-up. Reach out to the VISITING TEAM for their half. Managers may delegate this task to a parent. However, it is the Manager who is my contact.
- 2) The HOME team compiles the completed write-up (home and visitors) and sends it to the Communications Director at **pskuta46@gmail.com**.
- 3) If editing is needed, the Communications Director will edit the contents using his best judgment. If he can't revise the write-up it will be returned.
- 4) Submission deadline for a given week is 7:00pm Sunday.

Example 1: (A thru Majors)

Majors' Division

Bob's Big Boy Cardinals 8, Rally Burgers Pirates 4 – March 17

Cardinals Orlando Cepeda, *had three hits*. Bob Gibson pitched a *complete game*, and Julian Javier made a *great play at second base*.

For the Pirates, Willie Stargell, Roberto Clemente and Donn Clendenon each *drove in a run*. Shortstop Gene Alley and second baseman Bill Mazerowski combined for *three double plays*.

Guidelines:

Please follow these guidelines. The more concise a write-up is, the more write-ups we can get published. As in the example above DO the following:

1. Put your **division** on the first line
2. Put both **sponsors' names** in the headline
3. Put the **score** in the headline - winning team first. Home, visitor order does not matter (There is no score in T-ball/Farm)
4. Put the **date** of the game in the headline
5. Limit articles to 2 paragraphs, total of 75 words - 1 per team; 2 to 3 sentences per team
6. Mention at least 2-3 players from both teams.

Alameda Little League Publicity Write-up Submission Process and Guidelines

7. Please report events accurately without embellishment. Joe Smith *threw four shut out innings.*
8. The don'ts:
 - a. Don't embellish, a batter reaching home safely due to multiple misplays by the fielding team is not a "Home Run"
 - b. Don't misspell a kid's name
 - c. Don't tell us about the weather
 - d. Don't state who won – that's in the headline
 - e. Don't use the first sentence as a summary. A sentence like "An exciting game was played by the Pirates and Giants", will be removed.

9) The total length of the article should be 75 words or less. The example above, including headline is 61 words.

(T-Ball, Farm)

This one gets a little trickier in that you may not have as much material to work with. Something always seems to happen during a game that just lends itself to being published. I've taken the Major's example and made it more Farm like.

Example 2: Farm Division

Bob's Big Boy Cardinals vs. Raley Burgers Pirates – March 18

Orlando Cepeda, Curt Flood and Roger Maris each *had two hits* for the Cards. For the Pirates, Willie Stargell, and Roberto Clemente each *drove in runs*. Gene Alley showed great hustle.

Closing Comment:

Please follow this format; otherwise the newspapers may simply not print your write-up which will be unfortunate for the kids on your team. Keep a record of who has been mentioned in write-ups. That way you can assure that each player gets mentioned over the course of a season.

On behalf of Alameda Little League, I want to thank you again for volunteering; the kids (and their parents!) get extremely excited to see their names in the local papers, and that would not be possible without your energy and efforts. Simply follow the guidelines, and we'll look forward to getting lots of local press for our Alameda Little Leaguers!

Thanks,

Paul Skuta
Communications Director
Alameda Little League
415-902-6282