

Bradninch Cricket Club



Established 1891

www.bradninchcc.fsnet.co.uk

TERMS OF REFERENCE – BCC Press Officer

General Aim

To maximise the marketing and publicity of BCC within the local and neighbouring Bradninch community and the wider Devon Cricket fraternity through:-

- advertising and the regular submission of articles for the parish magazine and local papers
- providing material on Cricketing fixtures and events, team news and results for the appropriate BCC Website pages, maintaining weekly updates during the playing season and a minimum of monthly updates during the close season.

Procedure

To achieve this the BCC Press Officer will need to contact the respective Captains each Wednesday evening to receive details of the Saturday 1st XI & 2nd XI teams and any comment on the forthcoming fixtures, then email the Express & Echo Sports Desk with the information in good time for them to include a write up in their Friday night edition.

The requirement after the Saturday 1st & 2nd XI fixtures, is for the Home side to report match result details to the Sunday Independent, again this may now be by email although it has always been achieved on the telephone with them ringing our Clubhouse.

Once again on a Sunday evening, an email to the Express & Echo Sports Desk should provide match reports on all weekend results including the Sunday North Devon games, ready for Monday night publication. This can be copied to the Mid Devon Gazette as they now accept email editorial. The Western Morning News may also be an option, although they may be included in the Express & Echo coverage.

All the above, starting with the teams selected on a Wednesday night should also be copied to Rowland at rowland@dicker.org.uk, who will update our Website to keep everyone informed.

That is the basic Senior cricket requirement and once we have this in place there is much more we can do with regard to the Colts especially and general PR for events and special games of interest.

BCC Contacts

Please refer to the latest list of BCC Officer's Responsibilities, a copy of which can be downloaded from the BCC Website Contacts Page.