

Media Policy



Purpose:

This Media Policy outlines the protocols and expectations for all staff, players, coaches, and associated personnel of Carlisle United in their interactions with the media. It ensures consistency, protects the club's image, and supports open and professional communication.

Scope:

This policy applies to all media personnel, journalists, broadcasters, influencers, and other external parties seeking direct access to Carlisle United staff for interviews, media appearances, or promotional purposes.

This policy applies to:

- All players
- Coaching and technical staff
- Administrative and support staff
- Contractors, volunteers, and affiliated personnel
- Youth academy representatives
- Any individual representing the club in an official capacity

Effective Date: June 2025

Only authorised personnel may speak on behalf of the club to media outlets.

All requests must come to the club media team not direct to any player or member of staff or director.

All requests directed to staff/players outside of this process will be stopped and not permitted.

Players and staff must direct all access and media requests to the Media Department and not agree to them directly.

Unauthorised interviews, press statements, or commentary are not permitted.

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Objective:

Outlines the procedures for requesting interviews or access to staff and players, ensuring an efficient and fair process while protecting the wellbeing, privacy, and performance of the club.

Roles & Responsibilities:

Role	Responsibilities
Media team	Attend all interviews.
Digital Content Manager	Be the contact point for access requests. Respond to requests, agree access and organise access. Be the main contact point.
Legal support	Advise on defamation, privacy, or legal action. Assess legal implications of malicious or defamatory content. Initiate action (e.g., cease-and-desist letters, legal complaints) where appropriate.
CEO	Approve high-risk access requests.
Board	Review and approve SOP/policies. Review/respond to incidents.

Procedure:

Requests

All interview or media access requests must be submitted in writing to the Media Department at least 14 working days in advance. Requests must include:

- Name and affiliation of the media outlet or requester
- Purpose and nature of the interview
- Preferred date and time
- Intended duration and proposed location
- Platform/format (e.g., print, online, video, podcast)
- Specific player(s) or staff requested
- List of topics (if asked for by the club) or sample questions (if available)

Requests should be submitted in writing via email to: media@carlisleunited.co.uk

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Organisation

The Digital Content Manager will coordinate with staff and the player(s) concerned before approving any interview:

- Approval is subject to availability, training and match schedule, and the club's media obligations.
- The club reserves the right to decline any request without explanation.
- The club supports player mental health and reserves the right to limit or suspend media access to any player where necessary.

Interview Conditions

- All approved interviews must be conducted in accordance with club values and the Staff Handbook and Player Code of Conduct.
- A member of the media team will be present during the interview.
- Interviewees are not obliged to answer questions deemed inappropriate or off-topic.
- Filming or recording is restricted to the agreed time and location.
- No live interviews are permitted without prior written approval.
- All representatives must maintain professionalism.
- Comments that are defamatory, discriminatory, inflammatory, or breach confidentiality are prohibited.
- Players and staff should not disclose club strategies, tactics, injury information, or internal matters and comply with their employment contracts and non-disclosure obligations.
- The club reserves the right to decline request and can do so without reason.
- The club reserves its right to state topics not to be discussed.

Embargoes and Permissions

- Any exclusive or sensitive content may be subject to embargo; embargoes must be agreed upon in advance.
- Quotes, footage, or photos may not be republished or reused outside the agreed scope without written permission from the club.

Matchday and Training Ground Access

- Access on matchdays is governed by separate matchday media agreements and ground regulations:
 - Accredited media will have access only to designated zones (e.g., media room and press box).
 - Pre-match and post-match interviews are coordinated through the media team.

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- Players and coaches are expected to fulfil agreed media obligations, such as flash interviews and press conferences, per league regulations.
- Media access to training sessions is strictly limited; open sessions will be communicated in advance with specific media arrangements.

Press Releases and Announcements

- All official statements, match reports, and news updates will be issued through the media department.
- No other departments or individuals are authorised to issue media releases on behalf of the club.

Breach of Policy

Non-compliance with this policy by media outlets and others seeking access may result in revoked access privileges and future requests being denied either temporarily or permanently.

Breaches of this media policy by club employees may result in disciplinary action, including fines, suspensions, or contract termination depending on severity.

Other related, SOPs, Tools and Templates:

- Player Code of Conduct
- Staff Handbook
- Staff Employment contracts and any non-disclosure agreements
- Media contracts and agreements
- SOP: Dealing with misinformation and “fake” news

Review and Evaluation:

This policy will be kept up to date, particularly as the club changes in nature and size and new requirements emerge.

To ensure this, the policy, and the way it is implemented, will be reassessed and amended as required and reviewed on an annual basis by the 1921 board.


The policy will be reassessed and amended on an ongoing basis by the CEO in consultation with the media department.

The club will publish the policy on its website and share with all those requesting access as required.

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Approval

Document filename	250620 Media Policy FINAL	
Preparation date	9 June 2025	
Approval	17 June 2025	1921 Board
Next review	By 30 June 2026	1921 Board
Signed		Nigel Clibbens Chief Executive