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| **Policy # 3.01 Media** | **Approved** |
| The intent of the Westlock Lacrosse Association (WLA) is to use appropriate media effectively and responsibly for positive promotion. | June 14, 2016 |
| **Review Date** |
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| **References** |
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1. **PURPOSE**
   1. The WLA will use media effectively and responsibly. This includes radio, print, and on-line media channels.

1. **PROCEDURES**
   1. **Responsibility**
      1. The WLA executive will engage local media to provide promotional and celebratory coverage of the WLA and its teams.
      2. The WLA executive will pay for a paper ad thanking coaches and sponsors at the end of each season.
      3. Team managers will remind parents of the social media policies in order to ensure all posts are in keeping with the positive image and intent of the WLA.
      4. Protection of Privacy must be considered as part of all media usage.
   2. **Procedure details**
      1. The WLA president will communicate with local paper and radio contacts regarding:
         1. recruitment promotion in mid-December
         2. the opening of registration in late January
         3. try-it nights hosted by the WLA as necessary
         4. the game schedules as soon as they are made available by the GELC
         5. any additional promotional activities at least two weeks prior to the event
         6. placing a paid thank you ad at the end of the season (for coaches and sponsors)
         7. any team competing at the provincial level
         8. any player who makes a Team Alberta team
         9. additional items as necessary
      2. Parents, coaches, and players will receive a copy of the ALA social media policy as part of the WLA Code of Conduct and Participation Agreement. These will be distributed and collected as part of the registration process / by the team manager.
      3. Social media may be used by coaches, or team managers, to share information pertinent to their team, so long as they do not violate any privacy permission or prohibitions expressed by the parents of players, or players over the age of majority.
      4. All personal information collected by the WLA is protected under the Personal Information Protection Act (PIPA).
         1. All parents/players will sign a release indicating their level of permission for the use of their names, ages, and/or likeness in any media, including, but not limited to social, print, or video media.
         2. Releases will be stored by the WLA secretary for a period of five years.
         3. Team managers and coaches will receive a summary of the permissions granted/denied in relation to the players on their team.
2. **REFERENCES**
   * 1. WLA Code of Conduct and Participation Agreement

1. **HELP**
   * 1. Questions about this policy and its procedures can be directed to the WLA board via [wlapresident@gmail.com](mailto:wlapresident@gmail.com)