



Singapore Hockey Federation Media Policy

Media Coverage

The Singapore Hockey Federation (SHF) Marketing & Communications Committee (the Committee) serves as the primary media contact for the SHF. The Committee responds to requests made by print, digital or broadcast media representatives for information and commentary on any and all aspects of the SHF.

The Committee may appoint any member of the SHF Council, secretariat, coaching and support or temporary staff, or member of the various national and national age-group squads to represent the Federation in media interviews. Responses at these media interviews by appointed representatives must be cleared by the Committee or by either the SHF President or SHF General Secretary.

Players registered with any of the national and national age-group squads are guided by the Athlete's Agreement and must adhere to the policy set out therein.

Media Materials

The Committee is responsible for the writing, editing, commissioning, and publishing or disseminating of any and all media materials produced and distributed by the SHF including, but not limited to, the following:

- a. Media releases and updates pertaining to individual athlete, coach, team or SHF activities;
- b. Stories, profiles, updates or statistics posted on the SHF official website;
- c. Event programs, as well as annual sports brochures for media or recruiting purposes;
- d. Current and historical information on all national teams and individual national player profiles;
- e. Photographs or visuals pertaining to SHF sanctioned events, training sessions or matches involving all national and national age-group teams, volunteers or staff in the employment of the SHF

Social Media

The Committee is responsible for any and all media posted on all official social media platforms owned or managed by the SHF. In the event of an urgent requirement, the Committee Chair, the SHF President or the SHF General Manager may assume responsibility. This pertains to, but is not limited to the following:

- a. Stories, profiles, updates or statistics posted on SHF official platforms;
- b. Photographs or visuals pertaining to SHF sanctioned events, training sessions or matches involving all national and national age-group teams, volunteers or staff in the employment of the SHF

Players registered with any of the national and national age-group squads are guided by the Athlete's Agreement and must adhere to the policy set out therein.

SHF EXCO, February 2021