

## Guidance regarding match programmes and club websites 2008

With the new season fast approaching many of you will now be preparing your match day programmes and updating your club websites. It has been heartening in recent years to see the dramatic improvement in the size and quality of match programmes and the emergence of more club websites. However, there are a number of rules that must be followed and therefore the Management Board have asked me to draw them to your attention.

### **Match programmes.**

**1 Front Cover:** The full title of the league, The JCT 600 Bradford League, must appear on the front cover of ALL match programmes. This is part of our agreement with JCT 600 that this will happen. Last season a number of clubs ignored this directive despite having been made of it in an e-mail from me prior to last season. In 2008 all breaches will be reported to the Management Board for action.

**2 Fixture list, tables and results:** The full title of the league must be used on these also.

**3 Sovereign Health Care Priestley Cup and Shield:** As is a common practice for many clubs to set up the bulk of their programme before the start of the season, you are asked to remember to provide adequate promotion and mention of Sovereign health Care who have been very generous sponsors for 11 years. Their name should always be used when either the cup or shield competition is mentioned.

**4 Logos:** Copies of the official logos for JCT 600 and Sovereign Health Care will be forwarded to you. We would like you to use these appropriately both in your programme and on any notices around your club to promote the JCT 600 Bradford League and Sovereign Health Care Priestley Cup.

**5 Copyright:** When copying articles from the JCT600 Bradford League website and using them in your programme you must attribute the source at the bottom of the article, [www.bradfordcricketleague.org](http://www.bradfordcricketleague.org) It is strictly forbidden for clubs to copy photographs and images from the website for use in programmes, websites or for any other use. Mike Baker provides a photographic service free of charge to the league provided that the strict copyright arrangements are met. The copyright allows the JCT 600 Bradford League Management Board to use these for its website and publications. If clubs wish to use a picture that was taken at their match they MUST request a copy of the image from Mike Baker e-mail: [mike.baker30@btinternet.co.uk](mailto:mike.baker30@btinternet.co.uk) When the image is printed in the programme it must be accompanied by a line saying picture courtesy of [www.bradfordcricketleague.org](http://www.bradfordcricketleague.org) Failure to follow this procedure will result in clubs being fined for each picture used. No copies must be made of any images supplied to clubs. If people require extra prints of a picture they must agree to purchase these from Mike Baker.

**6 Disrepute:** Clubs are reminded that disciplinary action will be taken if any article that appears in a club programme or website is abusive, or defamatory to any player, official, umpire, or club.

### **Websites**

All of the guidelines above apply to websites. Always remember to positively promote the names of our major sponsors JCT 600 and Sovereign Health Care and ensure that any editorial that is copied is attributed to [www.bradfordcricketleague.org](http://www.bradfordcricketleague.org). Some clubs have lifted entire match reports with scorecards without any attribution. This is not acceptable practice and the clubs involved have been reported to the Management Board.

**Pictures:** It has been drawn to my notice that a growing number of clubs have lifted pictures from the league site into their own. In one case this involved lifting an entire slide show without attributing its original source. This is a serious breach of the copyright under which the pictures are supplied to the league and this has again been reported to the Management Board for their February meeting. If you want to use pictures the clear message is get permission from Mike Baker first and credit [www.bradfordcricketleague.org](http://www.bradfordcricketleague.org)

**Links:** If you have a club website and it is not listed under the links section of the league website please e-mail me the url and we will build in a link. We ask all web editors of clubs to create a link on their own sites to the main league site. Many clubs have built links on their site to the main league site for results and tables. This is much appreciated and is the best way to prevent duplication of work.

Should you have any queries about any of these directives or want any help or advice, you can e-mail me at [alan.birkinshaw@tiscali.co.uk](mailto:alan.birkinshaw@tiscali.co.uk)

Good luck for the forthcoming season.

Alan Birkinshaw  
Media and Marketing Officer