

Media Checklist for Little League Canada

Information required prior to the Tournament

1. Press Release with all pertinent information on Tournament to all local and regional papers and news organizations. This can be handled two ways:
 - Your league appointed media coordinator for the tournament can send this out on behalf of the league and cc the Canadian Media Coordinator or:
 - Provide the Canadian Media Coordinator with all necessary information and he/she will send out on your behalf

Remember to include Little League Canada's website for up to date stats during the tournaments.

2. Hosting Leagues Media Coordinator's Name and contact information to Little League Canada's Media Coordinator.
3. Provide Canada's Media Coordinator information to your leagues media representative.
4. List of Teams including Host Teams Coaches Names, Players Names and ages
5. Tournament information such as location, dates, directions to park and a copy of the program if in PDF format. Include any special events that may be happening during your tournament for the players.
6. List of Media contacts league media coordinator has compiled

Press Kit

Required Information;

1. Tournament location, team players and jersey numbers, a program for them, small bio on each player along with team contact info (usually a parent of each team will come forward and help to be the eyes and ears for you during interviews etc and can help when Media needs information immediately like up to date scores during the game).
2. Tournament schedule to be included
3. Always direct the media for further information to either the Little League Canada website, leagues website and for necessary information related to Little League in general to the Little League Canada Media coordinator or the tournament director.
4. Include the information on the up to date stats page on the Little League Canada website under the header tournaments, baseball/softball tournament stats
5. Emphasize that no interviews with players will happen unless the player is accompanied by a parent of the team / a manager/coach or your leagues media representative
6. Refer the media to the on line Little League Canada media guide location on the Little League Canada website for further information.

Required during the tournament

1. Daily stats either via e-mail or by phone call to the Canadian Media Coordinator for updates to Little League Canada Website Stats page.
2. Scores are to be reported to scores@littleleague.org if tournament is for a Canadian Championship.

Usually these scores are reported to Headquarters by the Canadian Media Coordinator or the Tournament Director. (Most tournament directors will utilize the coordinator for this task as they have too many items to deal with during the tournament).