

Publicity

Publicity is completed via the website; therefore the individuals writing your team's publicity must have credentials to login. Have your team writer request these credentials from Jeff Forget. Please mention the name of your team's sponsor in every story as our sponsors need to be recognized in the newspapers and on the website. Once the publicity write-up is complete, there is an option to send the publicity write-up to all of the parents by clicking the appropriate section at the bottom. It is mandatory to send a copy to the publicity director, Brian Casilli, so he can forward the story to our contacts at our local newspapers. Not all stories can be sent into the newspapers.

Writers should try to include as many players as possible, include the goal tenders and defenseman (not just goal scorers).

If you wish to have articles published in the newspaper(s), please write the article in a manner that would require minimal editing for publication. Often our writers like to add a personal story or an inside joke, which is fine, it just wouldn't translate well in the newspaper.

If you have any questions, you may direct them to Brian Casilli.