



The Players Football Association (The PFA)

2025 Media Guide

1. Media Contracts

All players, coaches, staff, and owners must sign and return the media release form to Sarah Brooks, Director of Administrative Affairs.

2. The Rundown Podcast

All guests will be expected to conduct themselves in a professional manner and represent their franchises as well as **The PFA**. Failure to adhere to code of conduct, the guest will not be asked to return.

All franchises are **REQUIRED** to stream and record all games, home and away, and a link to the stream is required to be sent to **The PFA** group chat. A recording of each game is to be sent to Chris Cousins Sr, Director of Podcasting, for **The PFA** podcast, The Rundown. Failure to stream and/or record any games will result in a \$100 fine for the 1st offense, after that, it will be a \$200 fine.

3. Media Day

All franchises will hold a media day before the start of the season. Team pictures, individual player, coach, and staff pictures are to be taken. This is for promoting the players and franchises in their local communities and will be put on **The PFA** website.



4. Roster

Rosters will be sent in on a provided roster spreadsheet that will be sent to each franchise at the beginning of the season and will also be available on The PFA website. Weeks 1-4 of the regular season, all franchise's will produce a roster every week that will be sent to Sarah Brooks, Director of Administrative Affairs, by 11:59pm the Friday before the game.

A. Head shots will need to be included.

1. Waist up showing jersey number and players face
2. Franchise staff and coaches must be in franchise attire or professional dress
3. All players must have on the same color jersey(home or away)
4. Each player must sign a sign-in sheet as they take their picture, so that the name can match up to the player
5. The pictures should be added to a folder in google drive and sent to Brien Mitchum, Director of Media Development.
6. If a player is not in attendance for Media Day, they may have one taken at home in their jersey with a white background.
7. Any player not in a jersey, but has a head shot taken, or any player that does not have a head shot taken, will be considered void until proper procedures are followed.



A spreadsheet for the roster will be sent to each franchise at the beginning of the season and can also be found on The PFA website. This is the official roster form that needs to be turned in every week, from preseason to week 4 of the regular season. If this form is not used, the roster shall be deemed invalid. If the roster is deemed invalid for any reason, the franchise will have to resubmit the official roster by 10am the Saturday of the game, and will be fined \$100 and must be paid by 11:59pm on the Friday before the next game.

5. Stats

Stats are required for all games(preseason, regular season, post season). A spreadsheet for the stats will be sent to all franchises before the start of the season and can also be found on The PFA website. Stats are required to be turned in to Sarah Brooks, Director of Administrative Affairs, and Brien Mitchum, Director of Media Development by 11:59pm on the Tuesday after the game. Failure to do so will result in a \$100 fine to be paid by 11:59pm the Friday before the next game.