GET INTO THE SPIRIT!

PARTICIPATE IN HIGH SCHOOL ACTIVITIES

YOU ARE INVITED!

Athletic Administrators Symposium
February 10, 1986
Anaheim Convention Center
SAVE THIS DATE!

COMMISSIONER
continued from page 7

negative aspects of participation, namely injuries.

(2) A coach must supervise. Can you imagine the liability incurred if you were not on the field/court and a serious injury took place between two players? Being present however, makes a great deal of difference in a court of law. Supervision is tied into the term, “foreseeable”. Is it “foreseeable” that there is a greater danger on a football field without a qualified coach?

(3) A coach must properly prepare and condition the athletes. Teach fundamentals in a manner that promotes safety. It could never be justified to recommend or even imply that spearing in football is acceptable. Start slow and progress to more intense work, being certain to include a warmup period before full drill.

(4) The coach must offer proper and safe facilities and equipment. Check and re-check everything that will be used by your players. If there is an area in which you should never cut costs, it is protective equipment. Do not cut back on high quality products that promote safety.

In closing, this article is not intended to alarm nor impede any program in the CIF Southern Section. The information provided is given as a measure to insure the safety of our athletes and the avoidance of any courtroom litigation.

NOTE: Portions of the above item were taken from the National Federation's cassette tape by CIF-SS Attorney, Andy Patterson, "Looking Good To The Jury" and the National Federation News, April 1985.

COUNCIL MEETING MINUTES
continued from page 3

officials in the sports of football, basketball and baseball will be paid a full fee for each game worked. Also noted were guidelines for the “R & R” week, during which time no tryouts will be allowed; releasing for the 1988-90 cycle; new Athletic Directors’ and Principals’ orientation program; and management of the CIF-SS football championships. It was also stressed to Council members that Principals and Administrators should familiarize themselves with the Blue Book, particularly the sections dealing with eligibility, foreign exchange programs, and transfer without change of residence (214) and court-appointed legal guardian (221).

4. NATIONAL FEDERATION UPDATE — Mr. Doug Roselle provided an overview of the National Federation summer meeting held in Las Vegas, Nevada.

5. TREASURER’S UPDATE — Mr. Bruce Keunting, treasurer, reviewed the recently completed auditor’s report, and reported to the Council that the findings were excellent and indicated an optimistic outlook for the upcoming year.

6. STATE FEDERATED COUNCIL UPDATE — Dr. Robert Packer presented an orientation to the Council members on the CIF State Federated Council, as well as representation and voting procedures by the Southern Section representatives. Additionally, Dr. Packer provided background information on the October State Federated Council meeting in San Diego; scholastic eligibility legislation; and the passage of Senate Bill 1533 (formerly SB 19). It should be noted that with the passage of SB 1533, school boards should be taking action to designate the superintendent (or his designee) as the school board and district representative to the CIF.

7. RIO HONDO LEAGUE PROPOSAL/REQUEST — Mr. Mickey McNamara, representative of the Rio Hondo League, presented a proposal calling for a change in the scrimmage date for all sports for the coming 1987 season. This will be an action item at the January meeting of the CIF-SS Council.

There being no further business to come before the Council, the meeting was adjourned at 11:28 a.m.

Respectfully,
DEAN CROWLEY, ADMINISTRATOR

Approved by:
STAN THOMAS, COMMISSIONER OF ATHLETICS

CIF-SS ATHLETIC SYMPOSIUM SET FOR FEB. 10

The CIF Southern Section proudly announces the Eighth Annual Symposium for our Athletic Administrators. Don’t miss this year’s program, scheduled for the Anaheim Convention Center on February 10, 1987. We believe you will find the program to be not only dynamic, but informative and quite pertinent to the issues we will be dealing with this upcoming year.

Highlights of the 1986-87 Symposium include the opening address by Dan Clark, an internationally recognized speaker specializing in Peak Performance, Management and Motivation. Other sessions will cover Chemical Awareness, the voluntary drug testing program for students at Edison High School; Dr. Richard Borkowski, Director of Physical Education and Athletics of Philadelphia’s Episcopal Academy, will discuss athletic liability. Les Pebbles, Consultant for California State Department of Education, will discuss AB 2613 “C-Average” legislation and also the new “Walk-On” coach legislation; the National Athletic Health Institute will present current information in the area of sport injuries; other sessions covering Blue Book eligibility, cable television coverage and more.

The invocative program is presented by the CIF-SS for the benefit of the Athletic Administrative staff. We extend an invitation to you to join us on February 10, 1987. A registration form will be mailed to your school principal. Don’t miss this one.

VOLUME 48, NO. 3

ISSUES OF THE 80’s

CIF-SS SYMPOSIUM SCHEDULE

7:30 - 8:15 Registration/Vendors
8:15 - 8:25 Welcome
8:25 - 9:25 Speaker: Dan Clark
9:30 - 10:30 Seminar Session I
10:25 - 10:55 Vendors
10:55 - 11:50 Seminar Session II
11:55 - 12:50 Seminar Session III

MR. DAN CLARK
DR. RICHARD BORKOWSKI

MAXELL & CONLIN BROS. EXTEND SPONSORSHIP PROGRAM; COCA-COLA CONTINUES TO UNDERWRITE AWARDS

The CIF Southern Section recently inked Maxell and Conlin Bros, Sporting Goods to new sponsorship agreements while the Coca-Cola Bottling Company of Los Angeles has agreed to continue underwriting the awards for all team and individual finalists. Maxell, the highly regarded audio and video tape manufacturer has joined the CIF-SS as its official audio and video tape for a one-year period. Conlin Bros. Sporting Goods, the prominent team dealer, signed a five-year contract as the CIF-SS’ official team dealer.

See CORPORATE SUPPORT page 3
CIF-SS EXECUTIVE COMMITTEE MINUTES
October 22, 1986

The October meeting of the California Interscholastic Federation Southern Section Executive Committee was called to order by Chairman Pat Mauch at 9:45 a.m. at the CIF Southern Section Office on Thursday, October 22, 1986. All members were present with the exceptions of Bruce Reuning and Tony Balasich. Quorum was present.

1. MINUTES — It was moved, seconded and passed to approve the minutes of the previous meeting held on September 12, 1986. Motion carried.

2. ATHLETIC DIRECTORS UPDATE — Mr. Mike Messnar, Boys’ A.D. representative, commented in his report that the CIF has always been an active participant in high school football.

3. BOYS’ ATHLETIC DIRECTORS UPDATE — Mr. Pat MacRae, Girls’ A.D. representative, commented in his report that he has been an active participant in high school sports.

4. PRESIDENT’S UPDATE — Mr. Mike Messnar, Boys’ A.D. representative, commented in his report that he has been an active participant in high school sports.

5. GIRLS’ ATHLETIC DIRECTORS UPDATE — Sheila Barrand, Girls’ A.D. representative, addressed issues dealing with the new scholastic eligibility legislation.

6. SUPERINTENDENT’S UPDATE — Cynthia Greenman, Superintendent’s representative, expressed concern relative to the absence of written restrictions from the State Department of Education dealing with the certification of walk-on coaches.

7. COMMITTEE MINUTES page 3

CIF-SS SUPPORT BOYS CIF-SS PROGRAMS

The Coca Cola Bottling Company of Los Angeles is pleased to announce a new initiative to support our CIF-SS members.

8. “Maxell has always been community- oriented in our involvement with schools. We carry our message to member schools,” said Ken Conlin, President of Conlin Bros. Sporting Goods.

9. “We use the CIF-SS Program as a vehicle for a natural step for us to take,” said Trink Shuriani, Director of Marketing.

10. “Coca Cola has always been an active participant in high school sports and in the community,” said Davis Jr. Jack Carter and Associates (Maxell’s Marketing Company).

11. “It is our goal to support the CIF-SS and our members for the benefit of the CIF-SS,” added Shuriani.

12. Conlin Bros. Sporting Goods: When CIF-SS member schools think of sporting goods teams deals, it’s safe to say that the majority of them think of Conlin Bros. Sporting Goods. One of the biggest Southern California teams deals, Conlin Bros. has evolved from a vendor at CIF-SS symposiums, to an advertiser at CIF-SS championships games, and to the official dealer of the team.

EXECUTIVE COMMITTEES

1. STATE REPORT — Dr. Robert Packer reviewed background information relative to the details of the State Federated Council meeting scheduled for October 24-25, 1986 in San Diego.

2. REPORT — Mr. Davis Jr. Jack Carter and Associates (Maxell’s Marketing Company) addressed the upcoming year’s market in CIF-SS.

3. COMMITTEE MINUTES page 3

California Interscholastic Federation Southern Section

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Cerritos, CA
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Officers
Mr. Pat Mauch, Principal, Los Altos High School, President
Mr. Robert Packer, Superintendent, Bellflower Christian Schools, Treasurer
Mr. Scott Cathcart, Media and Public Relations Director

BULLETIN EDITOR

Mr. Scott Cathcart, Media and Public Relations Director

BULLETIN PUBLISHED 6 TIMES YEARLY

By CIF-Southern Section

10. “Maxell has always been community- oriented in our involvement with schools. We carry our message to member schools,” said Ken Conlin, President of Conlin Bros. Sporting Goods. Coca Cola Bottling Company of Los Angeles: Things have gone better with Coca Cola for the CIF-SS in previous years as the world’s No. 1 soda has underwritten the costs of CIF-SS awards. In its second year of sponsoring under the Coca Cola name since taking over the De Pepper brand, the Coca Cola Bottling Company of Los Angeles has continued to support the Southern Section.

11. “We can imagine how delighted we are to be designated as the official softdrink of the CIF-SS,” said Dennis Anderson, Marketing Development Manager-Coca Cola Bottling Company of Los Angeles. “It is quite an honor for us to team up with an organization dedicated to youth by providing a wholesome experience,” concluded Anderson.


WINTER SPORTS

BOYS & GIRLS BASKETBALL

1. BOYS & GIRLS BASKETBALL Tournament December 1-3, 1984

2. BOYS & GIRLS BASKETBALL Tournament February 10-12, 1984

3. BOYS & GIRLS BASKETBALL Tournament December 1-3, 1984

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14. BOYS & GIRLS BASKETBALL Tournament February 10-12, 1984

15. BOYS & GIRLS BASKETBALL Tournament December 1-3, 1984

16. BOYS & GIRLS BASKETBALL Tournament February 10-12, 1984

17. BOYS & GIRLS BASKETBALL Tournament December 1-3, 1984

18. BOYS & GIRLS BASKETBALL Tournament February 10-12, 1984
1986 CIF-SS SECTION FOOTBALL PLAYOFF RESULTS

BIG FIVE CONFERENCE
First Round: Bishop Amat 35, Westminster 7; Eisenhower 21, Jordan 3; Colton 40, Long Beach Poly 28; Crespi 21, Edison 8; Fontana 33, Servite 9; Loyola 7.
Second Round: Eisenhower 44, Bishop Amat 7; Crespi 40, Colton 8; Fontana 17, Loyola 14; St. John Bosco 33, Millikan 14.
Semifinals: Crespi 24, Eisenhower 14; St. John Bosco 47, Fontana 21.
Finals: Crespi 49, St. John Bosco 14.

CENTRAL CONFERENCE
First Round: Valencia 29, Los Angeles 12; Amusa 36, Troy 13; Sunny Hills 51, La Quinta 35; Saddleback 49, Norwalk 18; La Habra 35, University 27; Anaheim 14, La Mirada 7; Buena Park 22, Fullerton 28; Tustin 21, Yorba 14.
Second Round: Valencia 19, Artesia 12; Sunny Hills 19, Saddleback 14; Anaheim 19, La Habra 0; Bolsa Grande 24, Tustin 14.
Semifinals: Valencia 37, Sunny Hills 14 (2OT); Buena Park 19, Anaheim 7.

SOUTHERN SECTION
First Round: Miri 21, Newbury Park 6; Palma 51, Palos Verdes 7; Thousand Oaks 35, Cerritos 8; Canyon (CC) 48, Dos Pueblos 6; Antelope Valley 34, Yorba Linda 12; Pauma Valley 7, South Torrance 27; Chino Hills 18, Arcadia 28, Oxnard 9.
Second Round: Mir 14, Palma 6; Canyon (CC) 20, Thousand Oaks 9; Antelope Valley 27, Palma 7; South Torrance 23, Arcadia 21.
Semifinals: Mir 22, Canyon (CC) 10; Antelope Valley 41, Whittier 27.
Finals: Mir 37, Antelope Valley 0.

DEsert-MOUNTAIN CONFERENCE
First Round: Banning 49, Chimiatla 28; Calexico 26; Captain 7, Westridge 41; Ball 6, Yorba Linda 22; Santa Clara 3; La Sierra 10; Laguna Beach 6; St. Joseph (SM) 42; Agoura 24; Orange 22; Northview 21; Hacienda 20; Notre Dame H 14.
Second Round: Calexico 26, Banning 25; Anzaldua 16; Whittier 14; St. Joseph (SM) 34; La Sierra 0; Harvard 21; Orange 19.
Finals: Anzaldua 26, St. Joseph (SM) 18.

EASTERN CONFERENCE
First Round: Rancho 54, El Rancho 14; Damien 29, Mission 12; Wilson (BH) 37, La Serna 7; Upland 31, Northview 27; Los Altos 46, Covina 10; Hemet 10; Glendora 0; Diamond Bar 27; South Hills 7; Perris 24; Redlands 20.
Second Round: Rancho 68, Damien 12; Wilson (BH) 22, Upland 10; Los Altos 30, Hemet 14; Diamond Bar 34; Perris 24.
Semifinals: Wilson (BH) 41, Rancho 20; Lomita 17; Diamond Bar 6.

INLAND CONFERENCE
First Round: Bishop Upland 50, Ben-Aron 0; Ontario Christian 9; Western Christian 0; La Quinta Valley 0; Bonita 0; Corona 1; Cathedral 9; Beaumont 0; Whittier Christian 0; La Verne 1; Menlo 13.
Second Round: Bishop Upland 23, Ontario Christian 0; Corona 41; Kern Valley 7; Tehachapi 27; Whittier Christian 7; Valley Christian 0; Santa Ynez 29.
Semifinals: Corona 12, Bishop Upland 5; Whittier Christian 0; 21, Tehachapi 14.
Finals: Valley Christian 0; Corona 9.

NORTHWESTERN CONFERENCE
First Round: Temple City 37, Miraleste 13; El Dorado 3; Sierra 28; Lompoc 20; La Cañada 13; Burroughs (B) 22; Monrovia 6; Redondo Union 42; Murphy 0; Santa Maria 32; Moreno Valley 0; Whittier Del 30; Lebanon 36; Arroyo Grande 0.
Second Round: Temple City 43, Schurr 7; Bonnieblue (B) 36; Lompoc 7; Santa Maria 33; Upland Union 14; Earl 72; Whittier Del 19.
Semifinals: Temple City 35, Burroughs (B) 28; Hart 21; Santa Maria 7.
Finals: Hart 40, Temple City 27.

SOUTHWESTERN CONFERENCE
First Round: Central Union 15, El Monte 0; Rancho 14; Ont ogro 0; Victor Valley 32; Rowland 0; Baldwin Park 24; Brea 19; Cajon 44; Bradley 0; Covina 23; Azusa 17; John 29; Baldwin 0; Arroyo 9; San Bernardino 12.
Second Round: Central Union 28, Barstow 0; Victor Valley 21; Baldwin Park 14; Cajon 24; Covina 17; OJ; Arroyo 28; Sa lado 0.
Semifinals: Nino 5, Valley Vista 0; Central Union 0; Arroyo 44; Cajon 10.
Finals: Arroyo 72, Valley Vista 3.

SOUTHERN CONFERENCE
First Round: El Toro 12, Newport Beach 10; Fullerton 10; Corona del Mar 9; La Verne 7; Moreno Valley 27; Fullerton 22; Los Alamitos 0; Santa Ana 28; Dominguez 14; Westminster 0; Santa Margarita 12; Lawndale 20; Capistrano Valley 15; Santa Ana City 14.
Second Round: El Toro 28, Paramount 8; Mission Viejo 14; Fullerton 20; Santa Ana 17; El Dorado Hills 16; La Verne 0; Semifinals: El Toro 30, Mater Dei 0; Santa Ana 26, El Toro 12.
Finals: El Toro 26, Santa Ana 10.

EIGHT-MAN LARGE CONFERENCE
First Round: Temple Christian (P) 64; Leffingwell Christian 34; Coast Christian 32; Cuyama Valley 28; Bloomington Christian 30; Big Pine 22; Hope Ranch Christian 40; St. Margaret’s 17.
Semifinals: Temple Christian (P) 51; Coast Christian 12; Bloomington Christian 52; Hope Ranch Christian 22.
Finals: Temple Christian (P) 41, Bloomington Christian 16.

1986 CIF-SS FOOTBALL CHAMPIONS

BIG-FIVE CONFERENCE
Crespi High School.

CENTRAL CONFERENCE
Bolsa Grande High School.

COASTAL CONFERENCE
John Muir High School.

DESERT-MOUNTAIN CONFERENCE
Academics High School.

EASTERN CONFERENCE
Los Alamitos High School.

INLAND CONFERENCE
Valley Christian/Cerritos High School.

NORTHERN CONFERENCE
Fountain Valley High School.

SOUTHEASTERN CONFERENCE
Armory High School.

SOUTHERN CONFERENCE
El Toro High School.

EIGHT-MAN LARGE CONFERENCE
Chandler High School.

EIGHT-MAN SMALL CONFERENCE
Temple Christian/Perris High School.
1986 CIF-SS GIRLS’ VOLLEYBALL PLAYOFF RESULTS

5A DIVISION
Second Round: Napolin Barber def. Laguna Beach 15-0, 15-0, 15-0.
Quarterfinals: Mira Costa def. Santa Barbara 15-12, 15-12, 15-12.

5B DIVISION

6A DIVISION

6B DIVISION

7A DIVISION

7B DIVISION

GIRLS’ VOLLEYBALL RESULTS (Continued from page 6)

1986 CIF-SS WATER POLO CHAMPIONSHIPS

4A DIVISION
First Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Second Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Quarterfinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Semifinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Finals: Costa def. Newport Harbor 15-0, 15-0, 15-0.

4B DIVISION
First Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Second Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Quarterfinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Semifinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Finals: Costa def. Newport Harbor 15-0, 15-0, 15-0.

5A DIVISION
First Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Second Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Quarterfinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Semifinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Finals: Costa def. Newport Harbor 15-0, 15-0, 15-0.

5B DIVISION
First Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Second Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Quarterfinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Semifinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Finals: Costa def. Newport Harbor 15-0, 15-0, 15-0.

6A DIVISION
First Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Second Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Quarterfinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Semifinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Finals: Costa def. Newport Harbor 15-0, 15-0, 15-0.

6B DIVISION
First Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Second Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Quarterfinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Semifinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Finals: Costa def. Newport Harbor 15-0, 15-0, 15-0.

7A DIVISION
First Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Second Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Quarterfinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Semifinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Finals: Costa def. Newport Harbor 15-0, 15-0, 15-0.

7B DIVISION
First Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Second Round: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Quarterfinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Semifinals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
Finals: Costa def. Newport Harbor 15-0, 15-0, 15-0.
ATTENTION - PRINCIPALS & ATHLETIC DIRECTORS

ELIGIBILITY ALERT

BLUE BOOK SPORT RULE: "ASSOCIATION WITH HIGH SCHOOL PLAYERS"

No representative of a merchant school shall act in the capacity of SPONSOR or COACH a CIF sanctioned sport outside the season of sport during the school year in which students with remaining eligibility at that school are participating.

Question: Can a teacher or a high school staff member, who is not a member of the high school coaching staff, coach an outside team during the school year in which students with remaining eligibility at that school are participating?

Answer: Since the rule states "no representative of a merchant school can ORGANIZE, SPONSOR OR COACH", the teacher or any other school personnel would NOT BE ELIGIBLE to organize, sponsor or coach an outside team during the school year in which students have remaining eligibility at that school.

COMPETITION WITH OUTSIDE TEAMS

No school belonging to the California Interscholastic Federation shall compete with any team outside the jurisdiction of the Federation without consent of the CIF Section involved. A school disregrading this rule may be barred from participation in that sport during the following season.

Question: May an outside club in girls' soccer play a CIF member school?

Answer: No. Teams representing member schools may not schedule scrimmages, games, practice sessions or workouts with teams representing outside organizations.

CONTINUING SCHOLASTIC ELIGIBILITY

The regular grading period may vary among member schools, but in every case the period of potential eligibility is exactly equal to the period of potential ineligibility.

Definition: After the computer records are issued to the school, they could be held by the school administration for three to five days before students are declared eligible or ineligible.

Answer: No. If grades are returned from the computer center, it is as if that point eligibility is the same.

1987 BASKETBALL PLAYOFF SCHEDULE

BOYS

WILD CARD ROUND: (Where necessary) Wednesday, Feb. 18 / Designated Home Sites
FIRST ROUND - (All Divisions) Friday, Feb. 20 / Designated Home Sites
SECOND ROUND - (4A, 3A, 2A) Tuesday, Feb. 24 / Alternate Court Sites (5S) Tuesday, Feb. 24 / Designated Home Sites
QUARTERFINALS - (4A, 3A, 2A) Friday, Feb. 27 / Alternate Court Sites
* SEMIFINALS (in) Wednesday, March 4 / Los Angeles Sports Arena
4A, 3A, 2A, 1A, SS Tuesday, March 3 / Alternate Court Sites
FINALS - (4A, 3A, 2A, 1A, SS) Saturday, March 7 / Los Angeles Sports Arena
(5S) Friday, March 6 / Alternate Court Site

GIRLS

WILD CARD ROUND: (Where necessary) Wednesday, Feb. 18 / Designated Home Sites
FIRST ROUND - (All Divisions) Saturday, Feb. 21 / Designated Home Sites
SECOND ROUND - (4A, 3A, 2A) Wednesday, Feb. 25 / Designated Home Sites
QUARTERFINALS - (4A, 3A, 2A) Friday, Feb. 27 / Alternate Court Sites
* SEMIFINALS (in) Wednesday, March 4 / Los Angeles Sports Arena
4A, 3A, 2A, 1A, SS Tuesday, March 3 / Alternate Court Sites
FINALS - (4A, 3A, 2A, 1A, SS) Saturday, March 7 / Los Angeles Sports Arena
(5S) Friday, March 6 / Alternate Court Site

* NOTE: If Boys and Girls teams from the same school should both advance to the semi-final, the Boys' game will be played Wednesday, March 5 and the Girls' game will be played Thursday, March 6.

1986 CIF-SS CROSS COUNTRY TEAM CHAMPIONS

BOYS

4-A DIVISION
Thousand Oaks
Palo Verdes

3-A DIVISION
Arroyo
Norco

2-A DIVISION
Waldorf
Hesperia

1-A DIVISION
Sherman Indian
Maranatha

GIRLS

3-A DIVISION
Crescenta Valley
Newbury Park

2-A DIVISION
Santa Barbara
Camarillo

1-A DIVISION
Newbury Park
Westlake

1986 CIF-SS CROSS COUNTRY TEAM CHAMPIONS

BOYS

4-A DIVISION
Thousand Oaks
Palo Verdes

3-A DIVISION
Arroyo
Norco

2-A DIVISION
Waldorf
Hesperia

1-A DIVISION
Sherman Indian
Maranatha

GIRLS

3-A DIVISION
Crescenta Valley
Newbury Park

2-A DIVISION
Santa Barbara
Camarillo

1-A DIVISION
Newbury Park
Westlake
SINGLES
Round of 16: Stella Sampars (Polas Verdes) def. Monica Goldfarb (Chabad) 6-1, 3-6, 6-4; Amika Waseem (Windsor LA) def. Denny Brash (Seneca) 6-3, 6-3, 6-4; Luana Ponce (Clarenmore) def. Christin Schneidt (Bar) 6-7, 6-1, 6-1; Julie Tabber (Nashville) def. Julia Tran (Buffalo) 6-2, 6-0, 7-6; Fate Starnay (Clarenmore) def. Noelle Porter (Brunswick) def. Bridget Coene (Carrano) def. Angel Eady (Burl) 6-3, 6-1; Alivia Way (Woodlake) def. Linda Lee (San Marino) 6-3, 6-4; Deborah Graham (LA) def. Cren- ney Rose (Beverly Hills) 6-2, 6-1.
Quarterfinals: Sampars def. Waseem 6-2, 6-4; Ponce def. Tabber 6-3, 6-0; Starnay def. Way 6-2, 6-2; Graham def. Coene 6-1, 6-4.
Semifinals: Sampars def. Ponce 2-6, 6-1, 6-4; Graham def. Coene 6-1, 6-4.
Finals: Sampars def. Graham 1-6, 6-3, 6-4.
DOUBLES
Round of 16: Crenia Bailey/Tricia Simpson (Mirafile) def. Jennifer Goldfin/Kathy Towell (Millikan) 6-0, 6-0; Kathy Towell/Tricia Silverman (Aperson) def. Erin Hendick/Natasha Holtz (Encinita) 7-6, 6-0, 7-6; Rens Capri/Robyn. Inna (Belling Hill) def. Michelle Foster/Holly Littard (Cupertino Valley) 6-2, 6-2; Kirstin Smith/Rachel Collins (Whittier Oaks) def. Lisa Renshaw/Liane Lietz (Alhambra) 6-1, 6-0. Rocky Engle/Amy Low (Clarenmore) def. Monica McClain/Nicole Schmidt (El Toro) 6-2, 7-6; Tricia Deppier/Caryn Cranston (San Marino) def. Kim Cook/Suzanne Woodling (Ventura).

IMPROVED PRESS RELATIONS CAN BOLSTER YOUR PROGRAM
By Scott Catheart, CIF-SS Media and Public Relations Director

With the increasing exposure of professional and collegiate sports on local, state and national levels, high school athletic programs must reach out for recognition in order to build and maintain its fair share of the recreation and entertainment market. The benefits of improved media relations are numerous. Increased exposure will give the school name greater notoriety and public recognition. Believe it or not, your school is in direct competition with the “big leagues” for newspaper space and radio-television time. Accordingly, the time has come for high schools to assume a “big league” posture in the areas of sports information and media relations. There is a wealth of free publicity that may be obtained for your athletic program. With increased effort, the power of this publicity may be har-nessed to work for your program, regardless of location. The benefits of improved media relations are numerous. Increased exposure will give the school name greater notoriety and public recognition. With a more re-gionalized school name, you’ll find it easier to generate interest in your events and ultimately increase attendance.

Improved media exposure will be beneficial to your athletes as well, leading to greater opportunities for individual recognition in areas such as awards and in-terest from college recruiters.

Schools must recognize the need for good media relations in advance. It is too late to develop a good rapport with the local media when you need a favorable press reaction. Many editors are of the opinion that “what you want in the paper is publicity, and what you don’t want in the paper is news.” Principals must take the initiative to establish and provide for a continuing program of effective public and media relations.

Each school should have a faculty member assigned to act as its repre-sentative for public relations. This could be a Vice Principal, Activities Director, Journalism Advisor or Athletic Director, but should be someone who is qualified in this area and who will be available when needed to distribute information or answer inquiries from the media.

The single most important role in media relations is to be consistent. Win or lose, your contact must be made on a regular basis. This practice will do more than anything else to build a rapport with the local media, which will pay off for your school in the long run.

In improving media rela-tions and exposure is simple, but often overlooked. REPORT ALL SCORES. Make sure all the contacts of your school’s varsity athletic events—both at home and on the road—to the local newspaper, major newspapers, local radio stations and television stations. Find out who the sports editors are in the local paper and drop your school’s scores on their desks.

Many editors are of the opinion that “what you want in the paper is publicity, and what you don’t want in the paper is news.”
CIF-SS SIGNS TELEVISION PACT WITH PRIME TICKET NETWORK

In an effort to establish increased exposure for the teams and athletes of its member schools, the California Interscholastic Federation-Southern Section has entered into an agreement with the Prime Ticket Network (cablecasts of major championship events.

Prime Ticket opened its CIF Southern Section coverage during the Football playoffs in December, with delayed telecasts of the Big-Five title game at Anaheim Stadium and the Southern Conference final at Orange Coast College. The announcers for the games included Rich Marotta and Jeff Severson at the Big-Five final, and Bill MacDonald and Jack Snow at the Southern Conference championship game.

"We at the CIF-SS feel this is the beginning of a new frontier in regards to media coverage," noted Sam Thomas, CIF-SS Commissioner of Athletics. "We recognize Prime Ticket as a leader in regional sports programming and are impressed by its growing subscriber base, which is now at 1.5 million viewers."

The agreement between the CIF-SS and Prime Ticket calls for a three-to-five year option and includes coverage of the section's football, basketball, and girls volleyball championships. Future events may also include the CIF-SS track and field championships and extended basketball coverage.

"We look forward to a long and lasting relationship, and anticipate expanded coverage with Prime Ticket in the years to come," added Thomas. "Prime Ticket's professional coverage will give our outstanding teams and student-athletes the kind of exposure they truly deserve."

Future event coverage will include the boys 5-A Division basketball championship (March 7), an option for the boys and girls 4-A Division basketball finals (March 6-7); the 1987 girls 5-A Division volleyball finals, and an option on the 1987 CIF-SS Masters' Track and Field Championships.

"The most fertile area for high school athletics in the nation is right here in Southern California," pointed out Prime Ticket President Tony Acme. "And thanks to our agreement with the CIF-SS, we will be able to spotlight and give wide-spread exposure to the premier student-athletes in the area."

Components of the agreement provide for Prime Ticket to pay each school a $250 fee for each team sport televised. All non-option games are guaranteed to be televised, regardless of advertising sales considerations. Prime Ticket will also produce a 30-second public service announcement for the CIF-SS as part of the agreement.

The CIF-SS agrees that Prime Ticket will be the exclusive television network for the games noted above and will not be in competition with delayed or live telecasts being done by other television entities.

CORPORATE SUPPORT BOOMS WINTER CHAMPIONSHIPS

The Ford Motor Company will be co-sponsoring the 1987 boys and girls basketball championships for the third consecutive year. Jack in the Box will co-sponsor this year's event with Ford and will additionally provide a coupon on all ticket-backs for the 1987 basketball and football playoffs/teams/championships. Ford, the official automobile manufacturer of the CIF-SS has expanded its involvement to include co-sponsoring the CIF-SS Academic Awards Program as well as the basketball championships. see CORPORATE SUPPORT page 3