

CIF-SS
MEDIA
DIRECTORY

2019-2020





OFFICIAL BALL PROGRAM – MANDATORY USE IN PLAYOFFS 2019-2020

Official Ball per sport:

- Baseball: **Rawlings CIF-SS** Must be CIFSS stamped ball; not an alternative Rawlings ball
Rawlings RCIF-SS Must be CIFSS stamped ball; not an alternative Rawlings ball
- Boys Basketball: **Spalding TF1000 NFHS Classic NFHS**
Spalding TF1000 Legacy NFHS
Spalding TF-1000 Platinum ZK NFHS 29.5 *(Used in the CIF-SS Championship game)*
- Girls Basketball: **Spalding TF1000 NFHS Classic 28.5 NFHS**
Spalding TF1000 Legacy 28.5 NFHS
Spalding TF-1000 Platinum ZK NFHS 28.5 *(Used in the CIF-SS Championship game)*
- Football: **Spalding ball with NFHS** any Spalding model with NFHS stamp
Spalding Alpha ball with NFHS *(Used in the CIF-SS Championship game)*
- Soccer: **Spalding TF-SC5 NFHS** for both boys and girls use.
Spalding TF-SC3 NFHS for both boys and girls use.
Spalding TF5000 NFHS for both boys and girls use.
- Softball: **Dudley CFP12Y NFHS** *(Used in the CIF-SS Championship game)*
- Tennis: **Penn ATP World Tour** *(Used in the CIF-SS Championship game)*
Pro Penn Marathon
- Volleyball: **Spalding with NFHS stamp: TF-VB5, TF-VB3**
- Boys Water Polo: **KAP7 model 105 with NFHS stamp** *(Used in the CIF-SS Championship game)*
- Girls Water Polo: **KAP7 model 104 with NFHS stamp** *(Used in the CIF-SS Championship game)*

All playoff ball adoptions agreements with the CIF Southern Section now run through June 30, 2021

Mandatory Playoff Use Requirement:

The mandatory “official” ball rule for all playoff rounds, excluding golf. The rule applies throughout the conduct of **all** CIF-SS **playoff** contests.

Playoff Ball Use Rule Enforcement:

Should a school fail to provide the correct game ball, the game will always be played. Teams/schools failing to utilize the correct official ball in CIF-SS playoffs will be reported by officials to CIF-SS and will not be allowed to host their next available home playoff game. Penalty will carry over to the next season if not enforceable this season due to elimination.

Note: NFHS stamp is required in all sports *except in golf and tennis*.

2019-2020

MEDIA GUIDELINES



SEPTEMBER 2019

CIF SOUTHERN SECTION OFFICE INFORMATION

STREET ADDRESS: 10932 Pine Street, Los Alamitos, 90720
OFFICE PHONES: (562) 493-9500 FAX (562) 493-6266
OFFICE HOURS: Monday - Friday, 7:30 am - 4:00 pm

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CIF-SS ADMINISTRATIVE STAFF

Rob Wigod - Commissioner of Athletics

Mitch Carty – Chief Financial Officer

Mike Middlebrook - Assistant Commissioner

Kristine Palle - Assistant Commissioner

Thom Simmons – Assistant Commissioner

Rich Shearer - Assistant Commissioner

Rainer Wulf - Assistant Commissioner

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Publication compiled by Anita Fopma and Thom Simmons
Communications Department
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CIF-SS MEDIA CREDENTIALS

CIF Southern Section member schools have allowed the CIF-SS Office to issue all sport credentials to working members of the media for the purpose of covering their events. These credentials, issued each school year, will entitle the bearer entry to all practice, regular season, non-league, league, tournament and playoff contests (with the exception of some championship events) conducted by CIF-SS member schools, for the purpose of covering the event.

OBTAINING PRESS CREDENTIALS

CIF Southern Section MEDIA credential may be obtained through the CIF-SS Communications Department by written request only. Credentials are strictly limited to working members of the media. All credential requests should appear on the official form provided by the CIF Southern Section Office, on the website (www.cifss.org).

Members of the media are urged to contact home schools prior to regular season and playoff contests to request information on working facilities, interview policies, press parking, etc. Keep in mind that the host school in all regular-season contests and most playoff contests will retain the right to establish and enforce their own policies regarding media privileges and crowd control.

CHAMPIONSHIP EVENT CREDENTIALS

Special credentials will be required for certain CIF-SS championships. These may be obtained through written request only. Championships event credential requests must be made online at www.cifss.org under MEDIA and by the stated deadline. The request form must be filled correctly or it will be rejected. No deviation or exception will be allowed with regard to these regulations. No day of the event credentialing will occur on site at the event.

PLAYOFF CREDENTIALS

A regular CIF Southern Section MEDIA credential will be honored at all CIF-SS playoff contests, **other than championship events where special credentials are required (see back of card)**. Major sport semifinal contests, managed directly by the CIF-SS Office, may, also require special credentials as determined by the commissioner.

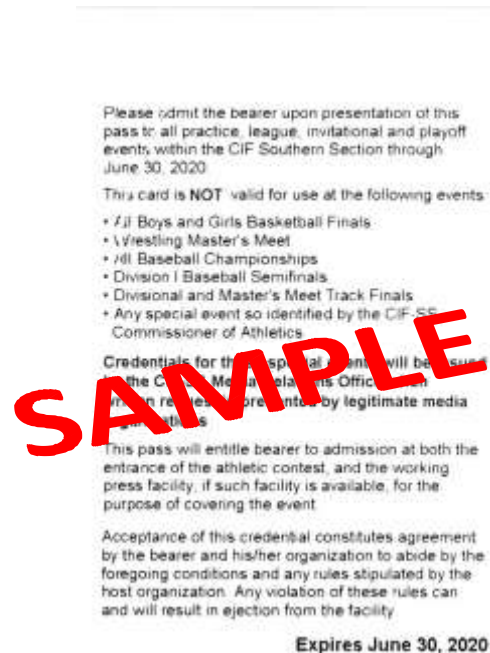
2019-2020 CIF-SOUTHERN SECTION MEDIA CREDENTIAL

CIF-SOUTHERN SECTION ALL SPORT FRONT OF MEDIA CREDENTIAL



(MEDIA Pass-TEAL BLUE)

BACK OF MEDIA CREDENTIAL



CIF SOUTHERN SECTION PLAYOFF INFORMATION

PAIRINGS ANNOUNCEMENTS

Pairings for the Southern Section CIF Championship Playoffs in all team sports will be made available to member schools and the media at the conclusion of each season of sport. The dates for playoff pairings announcements will be noted well in advance to the media in the CIF-SS Press Release and to schools in the sport preview.

The CIF-SS Office will provide separate tournament bracket sheets for each sport and level of competition (division). Draw sheets may be obtained in person at the CIF-SS Office on Pairings Day, or CIF-SS web site (www.cifss.org) by all regular media outlets. Pairings for individual competition (tennis, wrestling, etc.) will be made available to the media AT THE EVENT.

PAIRINGS DAY GUIDELINES FOR THE MEDIA

Media outlets may only call the CIF-SS Office for pairings information between the predesignated hours stated on the playoff press release for that season on announcement days due to the heavy volume of phone use between the CIF-SS staff and personnel of participating schools. Media outlets may obtain pairings information by phone **REGARDING SCHOOLS IN THEIR LOCAL COVERAGE AREA ONLY. AT NO TIME WILL ENTIRE BRACKETS BE READ OVER THE PHONE.**

Interested members of the media are welcome - and encouraged - to be in attendance at the CIF-SS Office on pairings days. The CIF-SS Communications Department will make information sheets on qualifying teams - including rosters, statistical leaders and season logs - available to reporters on pairings days. Reporters will find many coaches of participating teams on hand for interviews at the CIF-SS Office as well. All pairings information will also be made available on the CIF-SS web site (www.cifss.org).

PLAYOFF RESULTS

During playoff periods, the CIF Southern Section Office will be open most mornings following scheduled contests, even if those contests are conducted on Friday or Saturday, for the purpose of determining home teams for the following round or doing pre-flips.

Weekend hours during playoff periods vary. The Communications Department recommends you check our website for upcoming matchups or call during our regular weekday hours.

Members of the media are also welcome to come by the office to research playoff information forms of competing teams, interview coaches, etc. Updates on host sites and playoff winners are also available on the web site.

INTERNET SERVICE AT CHAMPIONSHIP EVENTS

Media outlets requiring temporary internet services at CIF-SS championship event sites - such as Angel Stadium, Anaheim Convention Center, Cerritos College, Mount San Antonio College, etc., or member high schools - are responsible for making their own orders, when not

being provided by the CIF-SS.

TITLING FOR CIF-SS PLAYOFF/CHAMPIONSHIP EVENTS

The sponsors of CIF playoff and championship events have invested a great amount of effort and funding in the support of high school athletics throughout the state of California.

The CIF Southern Section commends the media outlets that supported high school athletics for many years. It is hoped these organizations will continue their contribution to the betterment of interscholastic athletics by utilizing the correct titling for CIF events whenever possible in previews, pairing lists, results, feature articles, photo captions and any other news items regarding playoff and championship activities.

The official titling of all CIF-SS playoffs and championships is

The CIF Southern Section-Ford _____ Championships
(sport)

CIF SOUTHERN SECTION BROADCASTS

The CIF Southern Section retains broadcast rights for all non-league, league and playoff contests and has the sole authority to approve radio, television and internet coverage of such events. Prior approval for the broadcast of any contest must be secured from the Communications Dept. or his assistant prior to the contest.

RADIO BROADCASTS

The CIF Southern Section retains the broadcasting rights for all radio coverage of CIF-SS contests. Permission to broadcast CIF-SS contests must be secured from the Communications Dept., who will have the sole authority to approve such broadcasts.

For all CIF-SS playoff contests, the established rights fee (see fee schedule) shall be submitted DIRECTLY TO THE CIF-SS OFFICE prior to the contest. Approval for broadcast of CIF-SS playoff contests should be secured at the earliest possible date prior to the contest.

Rights fees for regular season radio broadcasts are to be filed directly with the CIF-SS Office. Rights fee for radio broadcast of CIF-SS playoff contests (see fee schedule) shall be paid DIRECTLY TO THE CIF-SS OFFICE in advance of the contest.

There will be no fee charged for periodic progress reports made by a radio station during a playoff contest, provided there are **no more than six (6)** of these reports for any single game. Such reports **may not exceed two (2) minutes in duration** and **may not contain play-by-play descriptions of live action**.

TELEVISION BROADCAST/CABLECASTS

The CIF Southern Section retains the broadcasting rights for all television/cablecasts coverage of CIF-SS contests. Permission to broadcast CIF-SS playoff contests must be secured from the Communications Dept., who will have the sole authority to approve such broadcasts. Approval must be requested and approved prior to the actual contest.

It should be noted, with the exception of some championship events, exclusive rights for television coverage will not be granted for CIF-SS events. However, the CIF-SS Office will base its broadcast/cablecast approval on information provided by the home school, in consideration of facilities and game management concerns.

DELAYED TELECASTS of CIF-SS games are permissible but may not be aired prior to 11 pm on the date of the contest. Consideration of any LIVE TELECAST will necessitate contractual negotiations with the Communications Dept. well in advance of the event.

Rights fee for television broadcast/cablecast, radio or internet video/audio streaming of CIF-SS playoff contests (see fee schedule) shall be paid DIRECTLY TO THE CIF-SS OFFICE in advance of the contest.

Payment of television rights fees shall be required for coverage of any CIF-SS contest, regardless of commercial/non-commercial intent of the broadcast.

HIGHLIGHTS & EXTENDED HIGHLIGHTS

News report film or video tape of any CIF-SS contest is permissible to produce and broadcast/cablecast **without payment of fees or prior approval, provided the intent of such film or tape is for news report only. Such reports are limited to 6 total and not to exceed 2 minutes in duration and may not include extended play-by-play descriptions of live action.**

Extended highlights-per highlight (anything over 2 minutes in duration) will be billed per the following fee schedule:

Over 2 minutes up to 15 minutes	\$75.00
Over 15 minutes up to 30 minutes	\$100.00
Over 30 minutes up to 45 minutes	\$150.00
Over 45 minutes	\$300.00

AUDIO AND VIDEO REPRODUCTION RE-BROADCAST

All CIF Southern Section contests are copyrighted events of the CIF Southern Section. Any re-broadcast or commercial use of the pictures or descriptions of a CIF-SS playoff contest, either live or delayed, by any medium, will be subject to an advance rights clearance from the Communications Dept.

These fee schedules are subject to change.

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2019-202 VIDEO & INTERNET WEBCAST FEES FOR REGULAR SEASON CIF-SS CONTESTS

TV (game x game contracts without comprehensive contract)

Negotiable	LIVE TV on a regional or national TV entity available beyond one cable TV entity or in more than 1.5 million subscribers within that one cable TV entity.
\$2,000	DELAYED TV (FOOTBALL) on a regional or national TV entity airing in more than two counties but no more than 1.5 million subscribers.
\$1,000	DELAYED TV (OTHER SPORTS) on a regional or national TV entity airing in more than two counties but no more than 1.5 million subscribers.
\$ 750	CABLE TV only available on one service provider within the CIF-SS geographic area airing in no more than two counties and available to a maximum 300,000 subscribers.
\$ 0	School or school district owned and operated TV station airing within the immediately contiguous geographic area of the school (HOME GAMES ONLY ; when no other paying contract to broadcast game is requested).

WEB ONLY (live or delayed; non-exclusive other than Fox Sports/Prep Zone package)

\$ 500	FOOTBALL
\$ 350	BASKETBALL, VOLLEYBALL
\$ 200	Other sports not previously listed
\$ 0	School or school district owned and operated and owned “.edu” web site (HOME GAMES ONLY ; when no other paying contract to broadcast game is requested).

Broadcast distribution limitation: All TV, web and audio broadcast rights agreements are limited to the contracting entity and may not be re-purposed, sub-contracted or freely re-distributed to any other entity without prior and specific contractual approval. (Examples: A game contracted to be aired on www.####.com cannot be subsequently sold, given or aired in any form on cable tv channel ### on TV nor another web site. An audio only feed may not be dubbed into another video production. A cable tv provider can air game but may not later archive game on a web site other than the cable tv providers website.)

All agreements are subject to approval and compliance with CIF By-Laws or terms of other CIF-SS broadcast agreements (Fox Sports, etc.).

Cable TV is defined as a cable company or TV station that airs the game on a channel with a distribution in no more than 2 counties, including a school playing the game, and reaches a maximum 300,000 subscribers. Any TV channel larger than described above shall be considered a regional TV station and subject to standard TV rates.

REGULAR SEASON game by game agreements can be arranged through Anita Fopma, Communications Dept. Coordinator, at anitaf@cifss.org. All game requests are reviewed prior to approval.

MULTI-BROADCAST OR WEBCAST AGREEMENTS, and all LIVE TV, please contact Anita Fopma for contract options.

CIF-SS holds the video rights to all CIF-SS varsity athletic events hosted by a CIF-SS school or tournament sanctioned by CIF-SS involving schools from outside CIF-SS. CIF-SS retains the video rights for any varsity game played between two CIF-SS member schools outside of the CIF-SS area except where two CIF-SS schools meet after the first round of an elimination tournament. (Example: If CIF-SS school vs. CIF-SS school are to play in first round of a tournament in another state or CIF section, the CIF-SS schools must identify to the host school and association/section that the video rights of the game remain exclusively with the CIF-SS).

Terms:

- Per CIF-SS rule, the host school must also approve any broadcast request for a game. If approved, the broadcasting entity is required to contact the host school including an advance site visit at least 72 hours prior to the event.
- If a host school declines a broadcast request, then no broadcast of that event by any subsequent entity or the host school or school district will be granted. A ‘no’ is a no to everyone.
- A cancellation or change fee is proposed for any event altered, cancelled or abandoned less than 10 days prior to the competition date.

These fee schedules are subject to change.

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2019-2020 CIF-SS PLAYOFF BROADCAST FEE SCHEDULE

RADIO/WEB (AUDIO ONLY)-

		<u>SPORT</u>	<u>PRELIM</u>	<u>FINAL</u>
AM/FM	Live	Football	\$500.00	\$750.00
Web	Live	Football	\$250.00	\$350.00
AM/FM	Live	Basketball (Boys)	\$350.00	\$550.00
Web	Live	Basketball (Boys)	\$200.00	\$300.00
AM/FM	Live	Other Sports	\$225.00	\$300.00
Web	Live	Other Sports	\$175.00	\$200.00
AM/FM	Delayed	Football	\$350.00	\$500.00
Web	Delayed	Football	\$200.00	\$300.00
AM/FM	Delayed	Basketball (Boys)	\$250.00	\$600.00
Web	Delayed	Basketball (Boys)	\$175.00	\$200.00
AM/FM	Delayed	Other Sports	\$200.00	\$300.00
Web	Delayed	Other Sports	\$175.00	\$200.00

TELEVISION (VIDEO)

TV - Broadcasts available regionally to viewers in more than local origination on one local cable entity;
this category includes Over-The-Air TV, national and regionally available cable/satellite stations

LO - Local origination cable only distributed in school, school district or home city cable system

Web - Streaming video available via the internet

		<u>SPORT</u>	<u>PRELIM</u>	<u>FINAL</u>
TV		All events	Contact CIF-SS for fee info	
*LO	Live	All events	Contact CIF-SS for fee info	
*LO	Delayed	Football	\$800.00	\$1000.00
*LO	Delayed	Basketball (Boys/Non Arena)	\$600.00	\$750.00
*LO	Delayed	Basketball (Boys/Arena)	\$700.00	\$1000.00
*LO	Delayed	Basketball (Girls)	\$600.00	\$750.00
*LO	Delayed	Other Sports	\$600.00	\$750.00
WEB	Live	Football	\$600.00	\$1000.00
WEB	Live	Basketball (Boys/Non Arena)	\$500.00	\$750.00
WEB	Live	Basketball (Boys/Arena)	\$600.00	\$750.00
WEB	Live	Basketball (Girls)	\$500.00	\$750.00
WEB	Live	Other Sports	\$500.00	\$750.00

*LO cable is for an entity broadcasting only to that system's subscribers in the city the game is played and immediately contiguous cities. The cable channel cannot be available in more than 2 counties or to no more than 300,000 subscribers.

CIF Southern Section withholds TV and radio rights to all events on a game by game basis. TV and radio rights fees do not include any technology costs or venue fees.

The CIF Southern Section reserves the right to contract independently with a radio, television, cable-television or internet production company for any exclusive coverage rights to any CIF-SS playoff or championship event.

The CIF Southern Section reserves contractual media rights for all playoff games and all regular season TV commercial broadcasts of events conducted by member schools within the Southern Section. Terms, conditions and fees for broadcasts of these games are subject to contract agreement with CIF Southern Section and may be changed without prior contract.

CIF Southern Section member schools may broadcast regular season games on their own school or school district owned cable channel or the official school (www.school.edu) web site with no rights fee so long as no other entity offering a rights fee has requested to broadcast the event per CIF-SS rule and broadcast rights policy. All playoff games do require a rights fee in all cases.

These fee schedules are subject to change.

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CIF SOUTHERN SECTION

MEDIA ADVISORY COMMITTEE

In an effort to reach out to the media outlets which regularly cover CIF Southern Section activities, the CIF-SS established a Media Advisory Committee in 1985.

The purpose and function of this committee is to offer members of the media a vehicle for stimulating new ideas and discussing issues related to coverage of CIF-SS events on an advisory basis. A major element in initiation of the Media Advisory Committee was to develop a closer working relationship between the covering media and the CIF-SS Communications Department.

The Committee is structured to consist of members of the media who regularly cover CIF-SS activities. Board members will serve on year renewable terms. The CIF-SS Media Advisory Committee will conduct two (2) scheduled meetings each year, one in January and one in July.

Any representative of the media outlets that regularly cover CIF-SS activities is welcome to raise agenda items for committee discussion. This may be done by contacting the CIF-SS Communications Department or any committee member by mail or phone prior to meeting dates. Minutes of the CIF-SS Media Advisory Committee meetings will be published and mailed to the media in a timely manner.

MEDIA RELATIONS GUIDELINES

PRESS BOX SCHEDULE

The press box for football games, soccer matches and/or track meets must be maintained as a WORKING AREA for members of the media assigned to cover the contest. Some schools have spacious press boxes to accommodate all who require access, others are very small, while some school stadiums have none at all. Regardless of the size, the press box is a working area for game officials, (clock operator, public address announcer, stat crew, etc.) and members of the media only. Walking on the sidelines is an option, particularly at stadiums with small or no press box.

Like the press box, the scorer's table for sports such as basketball, wrestling and volleyball should be strictly maintained as a WORKING AREA. Although it is understood that not every high school gym can facilitate a large press area at floor level, schools have been asked to make every effort to provide a working press area at these events.

PHOTOGRAPHERS

Photographers should be sure to work in specific working areas on the field and court level. In football, photographers should be allowed access to the boundaries anywhere on the field, **except within the team box (30-yard line to 30-yard line along the sidelines)**; in basketball, they should be limited to the baseline areas only; in baseball and softball they must be kept off the field of play entirely, as all foul balls are considered in play; in track and field they must be limited to specific areas, so as not to interfere with events being conducted simultaneously and for their own safety. Specific photo positions should also be established and enforced for volleyball matches, swim meets, baseball, wrestling tournaments, cross country meets and tennis matches.

Guidelines for Credentialing Web Sites (Non-Originating Broadcasts)

1. Internet sites desiring CIF-SS media credentials must submit requests on company letterhead. For CIF-SS Championships, requests must be made no later than two weeks in advance of the event to allow the CIF-SS time to review the site and its content to determine legitimacy.
2. Internet sites desiring media credentials must have a unique, registered domain name, ending in one of the recognized extensions (.com, .cc, .org, .edu, .net).
3. Internet sites desiring media credentials must have a demonstrated record of sustained coverage of high school sports, which should include (but is not limited to):
 - a. Publishing stories and statistics in a timely basis about individual contests;
 - b. Publishing scores on game days;
 - c. Streaming audio, video or other content on a real-time basis of contests;
 - d. Publishing feature stories about high school sports teams, coaches and student-athletes.
4. The following internet sites will not be granted credentials:
 - a. Personal page internet site publishers;
 - b. Subscription-based internet sites;
 - c. Internet sites associated in any way with alcohol, tobacco, drugs of any kind, gambling of any kind, political parties or candidates or any other advertising considered in poor taste or not in compliance with the mission of interscholastic athletics as determined by the CIF-SS;
 - d. Sites developed solely to list/profile/rank recruiting prospects or teams and/or to provide chat rooms/forums/blogs.
5. Internet sites must furnish certifiable traffic numbers from an established auditing firm (i.e. Nielsen), or from its service provider. Hit counters on pages will not fulfill this requirement. The following information must be provided:
 - a. The average number of "unique viewers/visitors" to the site in the last 30-60-90 days;
 - b. The average number of "page views" by each visitor;
 - c. The name and telephone number of the auditing firm or service provider to discuss/ensure the accuracy of the numbers.
6. Internet sites must furnish, upon request, the name of a contact person who can serve as the liaison to the CIF-SS in the event questions or concerns arise related to the accuracy and fairness of content posted from CIF-SS events.
7. Internet sites must also furnish the following:
 - a. A copy of each of each reporters current Vitae (emphasizing their journalistic credentials)
 - b. A copy of the sites editorial policy
 - c. A copy of the sites advertising policy
 - d. The names of the members of your editorial board
 - e. The sites articles of incorporation
 - f. The current DBA statement or business license
8. Due to space concerns, championship credentials for webcast companies not originating a broadcast may not be granted or may only be granted on space available basis.

NEWSPAPERS

a

ACORN NEWSPAPERS (CAMARILLO) (WEEKLY)

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g

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