MEDIA CREDENTIALS and SECTION POLICY

FROM: Vicky Lagos, Commissioner  
Dick Dornan, Sports Information Director  
CIF Los Angeles City Section

SUBJECT: Los Angeles City Section Media Policy

The CIF Los Angeles City Section (CIF-LACS) appreciates the interest generated by reputable news organizations (print, electronic, and internet media) and the exposure given to the achievements of our member schools and students. The CIF-LACS will issue complimentary media credentials, at the discretion of the Section Commissioner, to media representatives for admission to all Section athletic events. It is our belief that all spectators and media must remember that interscholastic athletic competition is among high school students in an educational environment and should be a positive experience for all. We hope to support positive publicity that our schools and athletes will receive as a result of your work. We understand that different media outlets have different needs, the CIF-LACS media policy would hope to accommodate your needs without infringing on the essential aspects of competition at CIF-LACS events. The CIF-LACS require that media personnel comply with all CIF-LACS media policies at each of our events.

MEDIA CREDENTIAL
There is one type of media credential that covers all regular season, playoff and championship events.

All CIF-LACS credentials (not the media outlet's credential) must be visible and displayed at all times and are only to be used by employees who meet the following requirements:

1. Must be fulltime and or significant part-time employees.
2. Must be 18 years or older.
3. Must be in a legitimate working capacity.
4. Guests will NOT be allowed admission or onto the field/court.

Media credentials are to be used only for their intended purpose. Media credentials are non-transferable and may be used by the person and on behalf of the media outlet for whom/which they were issued. Failure to comply may result in forfeiture of current credential and denial of future credential request.
APPLYING FOR YEARLY MEDIA PASSES:
Non-league, league and playoff games are managed by the host schools. A Section pass will admit one person to all Section athletic events hosted by member schools to include non-league, league and playoffs. A media outlet may request media passes for the school year. Field and/or Court access is at the discretion of the host site administration.

ACCESS TO COACHES AND PLAYERS FOR CHAMPIONSHIP EVENTS:

Interview Protocol:
Pre-game Interviews: All pre-game interviews are to be held prior to the teams entering the field/court. Reporters must adhere to the timeline specified by the coach. No pre-game interviews will be granted with players.
Halftime Interviews: Prior arrangements must be made to obtain agreement with event management prior to conducting any halftime interviews.
Post-game Interviews: All interviews with coaches and/or players will be allowed after the conclusion of the awards ceremony at all championship games.

QUALIFYING MEDIA:

Newspapers (editors, writers, photographers): Media passes will be provided only to reporters covering hometown or circulation area teams from legitimate media outlets. Reporters must present photo identification in order to claim credential. Newspapers must identify schools they are covering in their media credential request.

Radio Stations: All broadcasts MUST be approved by the Section Commissioner prior to any event. CIF-LACS has the exclusive rights to all audio broadcasts (television, radio, and internet, digital). Applications for audio broadcast must be submitted 14 days prior to the event. All CIF Los Angeles City Section sponsor agreements include the reading of advertisement as part of the broadcast agreement.

Website: 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 the interscholastic athletics as determined by the CIF Los Angeles City Section;
d. Site developed solely to list/profile/rank recruiting prospects or teams and/or provide chat rooms/forums/blogs- aka recruiting websites.

High School Student Media: On request each school will be issued one media credential wristband for championship events. The credentials are intended for use by students in their school’s journalism program and should include newspaper, yearbook, and broadcast journalism. Only individuals with CIF Los Angeles City Section credentials will be allowed access to the field/court at LACS championships events. Student must show a valid student identification card from a high school participating in the championship game in order to obtain media credentials (no exceptions).
PRESS AREAS:
Whenever possible, media representatives will be allowed access to the press boxes, scoring tables, and other desirable locations. When space is limited, priority will be given to major media outlets, broadcast groups, coaching staffs, school personnel and LACS staff. Media and photographers are to remain out of the team areas and/or court/field until at which time event management has determined appropriate.

PHOTO RESTRICTIONS:
Unauthorized selling of photographs taken at CIF Los Angeles City Section playoff and championship events is strictly prohibited. In accordance with CIF contractual agreements, at no time may photographs be sold to the general public, participating schools or families of student-athletes.

Commercial Photographers: Only State and Section CIF sponsors will be allowed to use photographs of CIF Section Championship events for other than media coverage.

The CIF prohibits the sale of photographs from the CIF Los Angeles City Section events, and will not credential any photographer whose photos will be used for any purpose other than media coverage.

Flash Photography: The use of electronic flash equipment, other than strobe flash, is prohibited at indoor CIF Los Angeles Section Championship events including volleyball and basketball.

Recruiting Services/Scouts: The CIF Los Angeles City Section does not issue media passes or credentials to recruiting services or scouts, when recruiting and/or scouting is the sole reason for the existence of the service.

STATISTICIANS:
The CIF Los Angeles City Section will not reserve media credentials for statisticians.

VIDEOGRAPHERS:
Athletic contests may NOT be videotaped more than 30 seconds at a time. Video clips of 30 seconds or less are acceptable. Videos of any athletic contest may NOT be sold for profit. The CIF prohibits the sale of videos from the CIF Los Angeles City Section events, and will not credential any videographer whose videos will be used for any purpose other than media coverage.

FAILURE TO COMPLY WITH CIF-LACS POLICY:
Media passes will be confiscated by LACS and the offending representative removed from the premises for the following:
♦ Misuse of credentials.
♦ Behavior determined to be disrespectful or abusive in a verbal or physical nature.
♦ Providing fraudulent information on media request form.
♦ Noncompliance with high school policies and procedures at athletic event.
♦ Noncompliance with section media policies.
FINAL AUTHORITY:
CIF Los Angeles City Section staff and its designated championship personnel reserve the right to be the final authority to approve or deny all media passes and/or championship credential request.

The CIF-LACS Commissioner reserves the right to rescind media credentials at any time for inappropriate or unprofessional behavior including comments on social media.

The State CIF issues media credentials for all State Regional and State Championship Finals. Please contact the State CIF office or visit the State CIF website (www.cifstate.org) for more info.

For more information, please contact CIF-LACS Sports Information Director Dick Dornan at the office 818-767-0800 or email at ddornan@cif-la.org.

Thank you for your coverage of our schools, coaches, student-athletes, and fans.