

MEMO

To: _____
From: Sandy McBride Lemmon, Championship Event Coordinator
Re: NCS Media Passes
Date: 7/12/2011



North Coast Section
5Crow Canyon Court, Suite 209
San Ramon, CA 94583
(925) 263-2110, FAX (925) 263-2120

Representatives of the print and electronic media must request media/photo passes to NCS Championship Series Events through the NCS Office. Requests for media passes must be accompanied with the information below.

- NOTE:**
1. NCS Media Passes are not available and should not be issued to parents of student athletes unless they are employed by the media service on a regular basis.
 2. NCS Media Passes may only be used at contests the reporter is covering.
 3. Violations of the rules or lack of cooperation with management will be grounds for removal from the contest and/or revocation of the media pass.

PRINT MEDIA/PUBLICATIONS

1. Name of media outlet.
2. Mailing Address
3. Names of individuals who will need passes.
4. Contact phone numbers, fax numbers and email addresses.
5. Please submit the last three editions of your publication to the NCS office.
6. Please address the following questions.
 - a). What is the geographic area of your circulation?
 - b). What are your circulation numbers?
 - c). What professional media organization(s) do you belong?

ELECTRONIC BROADCAST MEDIA - TV AND RADIO

Passes issued to electronic broadcast media – TV and radio only provide admittance for the bearer and a short report of the events which occur. They **DO NOT ENTITLE THE BEARER TO FILM OR BROADCAST** any play-by-play coverage. Stations must contact the NCS office and obtain broadcast rights for that privilege. A fee is required.

1. List the geographical area covered by your broadcast.
2. Is the station (channel):
 - [] commercial
 - [] non-profit
 - [] public access
3. Describe the programming use of the reports.
 - a) regular hours
 - b) sports
 - c) list the length of the report in seconds
 - d) feature stories
 - e) other (explain _____)
4. Who will use the passes?

Name _____	Position _____
Name _____	Position _____
5. Name the schools and/or events your station plans to cover.

6. Will your station (channel) make public service time available for CIF or NCS spots supporting sportsmanship and/or participation in high school sports? [] yes [] no

WEB MEDIA

- 1.. What is the mission of your web site?
2. Send a hard copy of the content of your web page.
3. What were the number of hits to your site for last year?
4. What is the number of hits per week for the last six weeks to your web site?
5. What would the function be of the person using the media pass?
6. Do you post pre-game schedules of NCS playoffs on your web site?
7. Do you cover NCS schools/leagues on your website?
Explain the coverage.