



CALIFORNIA INTERSCHOLASTIC FEDERATION

STATE MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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CIF STATE OFFICE TO HOLD FIRST MEDIA TELECONFERENCES WEDNESDAY

SACRAMENTO – In an effort to assist the statewide media with its coverage of high school sports, the CIF State Office will hold four media teleconferences during the 2010-11 scholastic year. CIF State officials, including Executive Director Marie M. Ishida, will be on hand to answer questions and inform the media on the latest news and information involving the CIF.

“I’m looking forward to the media conference calls,” Ishida said. While each call will be focused on a particular subject(s) such as concussions, the media can ask any question it would like on any subject during the call.” In most cases, the teleconferences will last 30 to 45 minutes.

The first teleconference is **Wed, Aug. 18 at 11 a.m.** Ishida will discuss the new baseball bat standards. CIF Associate Executive Director Roger Blake will discuss the new concussion protocol and Senior Director Ron Nocetti will discuss the new selection parameter for the 2010 State Football Championship Bowl Games.

Teleconference phone number; (866) 783-4848; Pass Code (8310541)

The State Office anticipates another exciting year of high school sports and it looks forward to working with the media this season.

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