

## NCAA Rules for Media Relations

\*\*\* Always Refer to the NCAA Manual for Specific Information \*\*\*

**13.11.1 Presence of Media during Recruiting Contact.** A member institution shall not permit a media entity to be present during any recruiting contact made by an institution's coaching staff member. Violations of this bylaw do not affect a prospect's eligibility and are considered institutional violations per Constitution 2.8.1. (*Adopted: 1/9/96, Revised: 1/14/97*)

**13.11.2 Comments Before Signing.** Before the signing of a prospect to a National Letter of Intent or an institution's written offer of admission and/or financial aid, a member institution may comment publicly only to the extent of confirming its recruitment of the prospect. The institution may not comment generally about the prospect's ability or the contribution that the prospect might make to the institution's team; further, the institution is precluded from commenting in any manner as to the likelihood of the prospect's signing with that institution. Violations of this bylaw do not affect a prospect's eligibility and are considered institutional violations per Constitution 2.8.1. (*Revised: 1/14/97*)

**13.11.2.1 Evaluations for Media, Recruiting Services.** Athletics department staff members shall not evaluate or rate a prospect for news media, scouting services or recruiting services prior to the prospect's signed acceptance of the institution's written offer of admission as a student and/or written tender of financial assistance to be provided upon the prospect's enrollment.

**13.11.3 Radio/TV Show.** A member institution shall not permit a prospect or a high-school, college preparatory school or two-year college coach to appear, be interviewed or otherwise be involved (in person or via film, audio tape or videotape) on:

- (a) A radio or television program conducted by the institution's coach;
- (b) A program in which the institution's coach is participating; or
- (c) A program for which a member of the institution's athletics staff has been instrumental in arranging for the appearance of the prospect or coach or related program material.

**13.11.4 Prospect's Visit.** A member institution shall not publicize (or arrange for publicity of) a prospect's visit to the institution's campus. Further, a prospect may not

participate in team activities that would make the public or media aware of the prospect's visit to the institution (e.g., running out of the tunnel with team, celebratory walks to or around the stadium/arena, on-field pregame celebrations). Violations of this bylaw do not affect a prospect's eligibility and are considered institutional violations per Constitution 2.8.1. (*Revised: 1/14/97, 9/12/03*)

**13.11.5 Introduction of Prospect.** An institution may not introduce a visiting prospect at a function (e.g., the institution's sports award banquet or an intercollegiate athletics contest) that is attended by media representatives or open to the general public. Violations of this bylaw do not affect a prospect's eligibility and are considered institutional violations per Constitution 2.8.1. (*Revised: 1/14/97*)

**13.11.7 Photograph of Prospect.** It is permissible for an institution to photograph a prospect during a campus visit to be used in the institution's permissible publicity and promotional activities (e.g., press release, media guide), but the photograph may not be given to the prospect. Violations of this bylaw are considered institutional violations per Constitution 2.8.1 and shall not affect the prospective student-athlete's eligibility. (*Adopted: 1/16/93; Revised: 1/11/94, 4/24/03 effective 8/1/03, 3/26/04*)

**13.11.8.1.2 Independent Announcement by Prospect.** Press conferences to announce a signing may be arranged independently by the prospect (or the prospect's family), provided there is no arrangement or involvement whatsoever by the institution or representatives of its athletics interests.

**13.11.8.2 Staff Member Presence.** Institutional staff members are expressly prohibited from personal contact with media representatives at the site of the signing or at any other prearranged site when a prospect accepts an offer made by the institution. This does not preclude the presence of bona fide media representatives who are employed on a part-time basis by the institution.

**13.4.4.1 Recruiting Advertisements.** The publication of advertising or promotional material, by or on behalf of a member institution, designed to solicit the enrollment of a prospective student-athlete is not permitted. Accordingly, a member institution may not buy or arrange to have space in game programs or other printed materials published to provide information concerning the athletics participation or evaluation of prospects (e.g., recruiting publications) for any purpose whatsoever, including advertisements, a listing of prospective or enrolled student-athletes who will attend the institution and informative materials related to the institution. Violations of this bylaw shall be considered institutional violations per Constitution 2.8.1; however, they shall not affect the prospective student-athlete's eligibility. (*Revised: 10/28/97*)

**13.4.4.1.1 Interview to Recruiting Publication.** An institutional coaching staff member may not provide an interview for an article that will appear in a recruiting publication or newsletter. (*Adopted: 11/12/97*)

**13.4.4.2 Media Guides, Recruiting Brochures.** A member institution may not develop a separate media guide or recruiting brochure to send to the media or alumni that does not meet the specification outlined in Bylaw 13.4.1-(h). Violations of this bylaw shall be considered institutional violations per Constitution 2.8.1; however, they shall not affect the prospective student-athlete's eligibility. *(Revised: 10/28/97)*

**13.4.4.3 NCAA or Conference Championship Posters.** An institution or a conference hosting an NCAA or conference championship may produce a poster promoting the championship and send it to a high-school coach and/or his or her educational institution. It is not permissible to send such a poster to a prospect. *(Adopted: 10/28/99, Revised: 4/6/00)*

## Promotions

**12.5.1.1 Institutional, Charitable, Educational or Nonprofit Promotions.** A member institution or recognized entity thereof (e.g., fraternity, sorority or student government organization), a member conference or a noninstitutional charitable, educational or nonprofit agency may use a student-athlete's name, picture or appearance to support its charitable or educational activities or to support activities considered incidental to the student-athlete's participation in intercollegiate athletics, provided the following conditions are met: *(Revised: 1/11/89, 1/10/91, 1/10/92)*

(a) The student-athlete receives written approval to participate from the director of athletics (or his or her designee who may not be a coaching staff member), subject to the limitations on participants in such activities as set forth in Bylaw 17; *(Revised: 1/11/89, 4/26/01)*

(b) The specific activity or project in which the student-athlete participates does not involve cosponsorship, advertisement or promotion by a commercial agency other than through the reproduction of the sponsoring company's officially registered regular trademark or logo on printed materials such as pictures, posters or calendars. The company's emblem, name, address and telephone number may be included with the trademark or logo. Personal names, messages and slogans (other than an officially registered trademark) are prohibited; *(Revised: 1/11/89, 1/10/91)*

(c) The name or picture of a student-athlete with remaining eligibility may not appear on an institution's printed promotional item (e.g., poster, calendar) that includes a reproduction of a product with which a commercial entity is associated if the commercial entity's officially registered regular trademark or logo also appears on the item; *(Adopted: 11/12/97)*

(d) The student-athlete does not miss class; *(Revised: 1/11/89)*

(e) All moneys derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency; *(Revised: 1/11/89, 1/10/92)*

(f) The student-athlete may accept legitimate and normal expenses from the member institution, member conference or the charitable, educational or nonprofit agency related to participation in such activity, provided it occurs within the state or, if outside the state, within a 100-mile radius of the member institution's campus; *(Revised: 1/11/89, 1/10/92)*

(g) The student-athlete's name, picture or appearance is not utilized to promote the commercial ventures of any nonprofit agency; *(Adopted: 1/10/92)*

(h) Any commercial items with names or pictures of student-athletes (other than highlight films or media guides per Bylaw 12.5.1.8) may be sold only at the member institution at which the student-athlete is enrolled, institutionally controlled (owned and operated) outlets or outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of charitable event during the event); and *(Adopted: 1/16/93, Revised: 1/9/96)*

(i) The student-athlete and an authorized representative of the charitable, educational or nonprofit agency sign a release statement ensuring that the student-athlete's name, image or appearance is used in a manner consistent with the requirements of this section. *(Revised: 1/11/89, 1/10/92)*

**12.5.1.1.3 Promotions Involving Commercial Locations/Sponsors.** A member institution or a charitable, educational or nonprofit organization may use the appearance, name or picture of an enrolled student-athlete to promote generally its fund-raising activities at the location of a commercial establishment, provided the commercial establishment is not a cosponsor of the event and the student-athlete does not promote the sale of a commercial product in conjunction with the fund-raising activity. A commercial establishment would become a cosponsor if the commercial establishment either advertises the presence of the student-athlete at the commercial location or is involved directly or indirectly in promoting the activity. *(Adopted: 1/10/92)*

**12.5.1.4 Commercial Advertisement.** It is permissible for a student-athlete's name or picture, or the group picture of an institution's athletics squad, to appear in an advertisement of a particular business, commercial product or service, provided:

(a) The primary purpose of the advertisement is to publicize the sponsor's congratulations to the student-athlete or team;

(b) The advertisement does not include a reproduction of the product with which the business is associated or any other item or description identifying the business or service other than its name or trademark;

(c) There is no indication in the makeup or wording of the advertisement that the squad members, individually or collectively, or the institution endorses the product or service of the advertiser;

(d) The student-athlete has not signed a consent or release granting permission to use the student-athlete's name or picture in a manner inconsistent with the requirements of this section; and

(e) If the student-athlete has received a prize from a commercial sponsor in conjunction with participation in a member institution's promotional activities and the advertisement involves the announcement of receipt of the prize, the receipt of the prize is consistent with the provisions of Bylaw 12.5.2.3.3 and official interpretations approved by the Management Council.

**12.5.1.9 Promotion of NCAA and Conference Championships.** The NCAA [or a third party acting on behalf of the NCAA (e.g., host institution, conference, local organizing committee)] may use the name or picture of a student-athlete to generally promote NCAA championships. A student-athlete's name or picture may appear in a poster that promotes a conference championship, provided the poster is produced by a member institution that hosts a portion of the championship or by the conference. (*Adopted: 1/11/89; Revised: 8/7/03*)

**12.5.2.2 Use of a Student-Athlete's Name or Picture without Knowledge or Permission.** If a student-athlete's name or picture appears on commercial items (e.g., T-shirts, sweatshirts, serving trays, playing cards, posters, photographs) or is used to promote a commercial product sold by an individual or agency without the student-athlete's knowledge or permission, the student-athlete (or the institution acting on behalf of the student-athlete) is required to take steps to stop such an activity in order to retain his or her eligibility for intercollegiate athletics. (*Revised: 1/11/97*)

**Any Questions Contact**

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