

Microblogs, Private Internet Websites/Publications, Media and Promotions

Microblogs and Electronically Transmitted Correspondence

As a reminder, boosters and fans are prohibited from recruiting, or attempting to recruit, prospective student-athletes (prospects). There are many Internet websites and social networking programs that allow forms of communication between individuals, including Facebook, MySpace, Twitter and others.

Please note the same prohibition on boosters and fans recruiting prospects applies to online communication as well. Therefore, as a booster or a fan of GW athletics we ask that you refrain from contacting prospects (9th grade or above) regarding anything about the University, including through social networking websites such as Facebook, MySpace, Twitter or other sites. Even a comment such as "The Colonials are great, you'd love it here!", when posted by a GW booster or fan on a prospect's social networking page, could possibly prove troublesome.

Please refrain from contacting any prospect about GW athletics if you are a booster or fan, including through social networking websites and programs. Remember any communication via message boards, chat rooms, walls, comments, blogs, IM, etc. is not permissible.

Noninstitutional Web Sites/Publications

Web Sites Established by Individuals Independent of GW

1. Establishing a Web Site in and of itself does not categorize an individual as a media entity. Therefore, individuals who establish Web sites independent of GW continue to be subject to all applicable restrictions related to contacting prospects for a recruiting purpose.
2. Recruiting information that is not available to the general public may not be posted on Web sites established by individuals independent of GW.
3. Individuals operating independently of GW may not contact prospects to obtain recruiting information.

Important to Note:

- NCAA rules **only permit** an institution's Web site or an athletics department staff member's personal Web site (or personal page on any site) to include information related to the institution's athletics program, subject to the restrictions applicable to an institution's athletics Web site.

Noninstitutional Publications may be Considered Boosters

A noninstitutional athletics recruiting publication (dedicated solely to reporting on a single institution's athletics program) that engages in activities related to the recruitment of prospects may, in some instances, be considered a representative of the institution's athletics interests.

Bylaw 11.3.2.4 Noninstitutional Publications/Web Sites that Report on Athletics Program

Athletics department staff members shall not endorse (either orally or in writing) any noninstitutional publication (or website) dedicated primarily to reporting on an institution's athletics activities, and shall not write for such publications.

Bylaw 11.3.2.4.1 Educational Articles

Athletics department staff members may write educational articles related to NCAA rules and crowd control for noninstitutional publications dedicated primarily to reporting on an institution's athletics activities.

11.3.2.5 Recruiting Service Consultants

An institution's staff member may not endorse, serve as consultants or participate on advisory panels for any recruiting or scouting service involving prospects.

Coach's Endorsement of Noninstitutional Athletics Publication

If a noninstitutional publication dedicated to reporting primarily on the institution's athletics activities utilizes the name or picture of an athletics department staff member in an advertisement to promote the publication (e.g., coach's picture appears in the subscription advertisement) without the staff member's permission, the staff member (or the institution acting on behalf of the staff member) is required to take steps to stop such an activity (e.g., sending a cease and desist letter). (3/26/93 Staff)

Purchasing of Advertisements Involving Noninstitutional Publications

An institution may permit a noninstitutional publication that reports primarily on an institution's athletics program to purchase advertising space in an institutional publication (e.g., game program) or an institutionally-controlled media outlet (e.g., institution's coach's show or web site), provided the opportunity to purchase such advertising space is open to the general public on an equal-access basis at the established rate. Similarly, it is permissible for an institution to purchase advertising space in a noninstitutional publication that reports primarily on the institution's athletics program or a media outlet controlled by the noninstitutional publication (e.g., the noninstitutional publication's web site). (12/9/99 Official)

Media Activities

Bylaw 12.5.3 – Media Activities

During the Playing Season. During the playing season, a student-athlete may appear on radio and television programs (e.g., coaches shows) or engage in writing projects when the student-athlete's appearance or participation is related in any way to athletics ability or prestige, provided the student-athlete does not receive any remuneration for the appearance or participation in the activity. The student-athlete shall not make any endorsement, expressed or implied, of any commercial product or service. The student-athlete may, however, receive actual and necessary expenses directly related to the appearance or participation in the activity. A student-athlete participating in media activities during the playing season may not miss class, except for class time missed in conjunction with away-from-home competition or to participate in a conference-sponsored media day.

Outside the Playing Season. Outside the playing season, a student-athlete may participate in media activities (e.g., appearance on radio, television, in films or stage productions or participation in writing projects) when such appearance or participation is related in anyway to athletics ability or prestige, provided the student-athlete is eligible academically to represent the institution and does not receive any remuneration for such appearance or participation. The student-athlete may not make any endorsement, expressed or implied, of any commercial product or service. The student-athlete may, however, receive legitimate and normal expenses directly related to such appearance or participation, provided the source of the expenses is the entity sponsoring the activity.

Promotional Activities

Bylaw 12.5.2 [Nonpermissible](#) – Promotional Activities, Current Enrolled Student-Athletes – Advertisements and Promotions Subsequent to Enrollment

Subsequent to becoming a student-athlete, an individual shall not be eligible for participation in intercollegiate athletics if the individual:

- a. Accepts any remuneration for or permits the use of his or her name or picture to advertise, recommend or promote directly the sale or use of a commercial product or service of any kind, or

- b. Receives remuneration for endorsing a commercial product or service through the individual's use of such product or service.

Bylaw 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.