Promotional Activities

The following rules apply to student-athlete participation in Institutional, Charitable, Education or Nonprofit Promotions:

1. The student-athlete must receive written permission from the Compliance Office prior to the event via submission and approval of the Promotional Activities Request Form.

2. The activity or project must not involve cosponsorship, advertisement or promotion by a commercial agency.

3. 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).

4. The student-athlete cannot miss any class time to participate.

5. All profits made from the event or project must go directly to the member institution, member conference or the charitable, educational or nonprofit agency.

6. The student-athlete may be provided actual and necessary expenses (transportation and meals).

7. The student-athlete’s name, picture or appearance may not be used to promote any commercial ventures of the nonprofit agency.

8. Commercial items with names, likenesses or pictures of multiple student-athletes may be sold only at the member institution.

9. The student-athlete and an authorized representative must sign the Promotional Activities Form confirming that the student-athlete’s name, image, and appearance is used in accordance with NCAA Bylaw 12.5.1.1.

Compliance Brain Busters

1. A soccer student-athlete will be at home during winter vacation and chooses to teach lessons to earn some spending money. It is permissible for the student-athlete to use his/her name to advertise fee-for lesson sessions.
   - True
   - False

2. Is it permissible for a television station to use a student-athlete’s name or picture in a newspaper to advertise station’s coverage of an institution’s athletics team?
   - Yes
   - No

Answers on Page 2
SJSU Fun Facts
Sophomore Punter Michael Carrizosa was named to the Walter Camp All-America team. Congrats Michael!

Brain Buster Answers

1. **FALSE** – Student-athletes may receive compensation for teaching or coaching sport skills or techniques in their sports on a fee-for-lesson basis, provided the student-athlete does not use his/her name, picture, or appearance to promote or advertise the availability of fee-for-lessons. [NCAA Bylaw 12.4.2.1 (f)]

2. **YES** – A television station is permitted to use a student-athlete’s name or picture in a newspaper to advertise the station’s season coverage of an institution’s athletics team, provided the student-athlete does not promote the television station itself. [Staff Interpretation 06/21/1991]

Compliance Contacts

- **Lynn Meade**
  - Associate Athletic Director of Compliance
  - 408-924-1514
  - Lynn.Meade@sjsu.edu
- **Wendy Dunn**
  - Director of Compliance
  - 408-924-1349
  - Wendy.Dunn@sjsu.edu
- **Nick Sterkel**
  - Director of Compliance
  - 408-924-1198
  - Nick.Sterkel@sjsu.edu
- **Ryan Qualls**
  - Compliance Coordinator
  - 408-924-1206
  - Ryan.Qualls@sjsu.edu

Interpretation Questions and Answers

**Question:** Is it permissible to provide a former student-athlete with benefits?

**Answer:** Yes. Per an 09/06/2001 Official Interpretation, it is permissible for a former student-athlete to receive a benefit of nominal value (e.g., meal, ride) on an occasional basis from the institution or staff members, provided the institution is not engaged in recruiting any relative of the former student-athlete.

**Question:** Is it permissible for a coach to use a service or software that converts emails into a direct text message?

**Answer:** No. Per an 9/9/2013 Staff Interpretation, in sports other than basketball, it is not permissible for institutional staff members to use a service or software that converts emails sent by an institutional staff member into a text message when received by the prospect.

**Question:** Is it permissible to “friend” or “follow” a prospect’s social networking sites prior to first permissible date to send electronic correspondence?

**Answer:** Yes. Per an 12/05/2013 Staff Interpretation, it is permissible to initiate or accept a “friend” or “follow” request to or from a prospect through social networking at any time, including prior to the first permissible date to send electronic correspondence, even if the social networking website sends an automatically-generated electronic notification and no additional communication is included.

Requesting an NLI

1. Submit completed NLI/GIA Request Form to Wendy Dunn. Requests must be signed and dated by the head coach.
2. Requests will be reviewed to ensure team is within NCAA /SJSU limitations, PSA is on the IRL, PSA has answered amateurism questions, and PSA is registered with the NCAA Eligibility Center.
3. All NLI/GIA requests should be evaluated for SJSU Admissions requirements, NCAA Initial Eligibility and Amateur status, NCAA transfer eligibility and APR implications as applicable.
4. NLI/GIA will be submitted to the Deputy Director of Athletics and Director of Financial Aid for approval and signatures.
5. NLI/GIA will be provided to the coaching staff. Head Coach must sign and date the GIA.
6. Coaches are responsible for delivery of the NLI/GIA to the prospect. NLI/GIA may be delivered via email.
7. All NLI/GIA requests should be evaluated for SJSU Admissions requirements, NCAA Initial Eligibility and Amateur status, NCAA transfer eligibility and APR implications as applicable.
8. NLI/GIA will be submitted to the Deputy Director of Athletics and Director of Financial Aid for approval and signatures.
9. NLI/GIA will be submitted to the Deputy Director of Athletics and Director of Financial Aid for approval and signatures.

Compliance Education Sessions

This month’s mandatory SJSU Compliance Rules Education Session will take place on Tuesday, January 12th from 2-3 PM and Thursday, January 14th from 10-11 AM in the Order of Sparta Room. ALL coaching staff members are required to attend at least one of these Sessions, and we encourage staff members to attend as well.

Brain Buster Answers

1. **FALSE** – Student-athletes may receive compensation for teaching or coaching sport skills or techniques in their sports on a fee-for-lesson basis, provided the student-athlete does not use his/her name, picture, or appearance to promote or advertise the availability of fee-for-lessons. [NCAA Bylaw 12.4.2.1 (f)]

2. **YES** – A television station is permitted to use a student-athlete’s name or picture in a newspaper to advertise the station’s season coverage of an institution’s athletics team, provided the student-athlete does not promote the television station itself. [Staff Interpretation 06/21/1991]