Athletic Marketing and Promotions Guide
INTRODUCTION:

This Athletic Marketing and Promotions Guide was put together by the staff of the University of Alabama Athletic Compliance Office in an effort to provide you with the most commonly encountered rules and regulations by coaches and staff. Please familiarize yourself with these rules and regulations; however, this guide is not meant to be all encompassing. Please do not hesitate to contact the compliance office with all of your questions and concerns.

UA Compliance

CONDUCT OF ATHLETIC STAFF

Buckley Amendment
An institution is not permitted to disclose information regarding a student-athlete’s:

1. Results of NCAA, Conference or institutional drug tests;
2. Academic transcripts from any institution including the University of Alabama;
3. Pre-college test scores and information relating to eligibility of nonstandard testing (e.g. learning disabilities);
4. Records concerning financial aid; and
5. Any other papers or information pertaining to his/her NCAA eligibility.

10.01.1 Honesty and Sportsmanship
Individuals employed by (or associated with) a member institution to administer, conduct or coach intercollegiate athletics and all participating student-athletes shall act with honesty and sportsmanship at all times so that intercollegiate athletics as a whole, their institutions and they, as individuals, shall represent the honor and dignity of fair play and the generally recognized high standards associated with wholesome competitive sports.

10.1 Unethical Conduct
Unethical conduct by a prospective or enrolled student-athlete or a current or former institutional staff member may include, but is not limited to, the following:

a. Refusal to furnish information relevant to an investigation of a possible violation of an NCAA regulation when requested to do so by the NCAA or the individual’s institution;

b. Knowing involvement in arranging for fraudulent academic credit or false transcripts for a prospective or an enrolled student-athlete;

c. Knowing involvement in offering or providing a prospective or an enrolled student-athlete an improper inducement or extra benefit or improper financial aid;

d. Knowingly furnishing the NCAA or the individual’s institution false or misleading information concerning the individual’s involvement in or knowledge of matters relevant to a possible violation of an NCAA regulation; or

e. Receipt of benefits by an institutional staff member for facilitating or arranging a meeting between a student-athlete and an agent, financial advisor or a representative of an agent or advisor (e.g., "runner").

10.2 Knowledge of Use of Banned Drugs
A member institution’s athletics department staff members or others employed by the intercollegiate athletics program who have knowledge of a student-athlete’s use at any time of a substance on the list of banned drugs, as set forth in Bylaw 31.2.3.4, shall follow institutional procedures dealing with drug abuse or shall be subject to disciplinary or corrective action as set forth in Bylaw 19.9.

10.4 Disciplinary Action
Institutional staff members found in violation of the provisions of the NCAA rules and regulations shall be subject to disciplinary or corrective action as set forth in Bylaw 19.9 of the NCAA enforcement procedures, whether such violations occurred at the certifying institution or during the individual’s previous employment at another member institution.
11.1 Conduct Of Athletics Personnel

11.1.1 Responsibility for Violations of NCAA Regulations
Institutional staff members found in violation of NCAA regulations shall be subject to disciplinary or corrective action as set forth in the provisions of the NCAA enforcement procedures, whether such violations occurred at the certifying institution or during the individual’s previous employment at another member institution.

11.1.2 Use of Association Name or Affiliation
Staff members of member institutions and others serving on the Association’s committees or acting as consultants shall not use, directly or by implication, the Association’s name or their affiliation with the Association in the endorsement of products or services.

11.1.3 Representing Individuals in Marketing Athletics Ability/Reputation
Staff members of the athletics department of a member institution shall not represent, directly or indirectly, any individual in the marketing of athletics ability or reputation to an agent, a professional sports team or a professional sports organization, including receiving compensation for arranging commercial endorsements or personal appearances for former student-athletes, except as specified in Bylaw 11.1.5.1, and shall not receive compensation or gratuities of any kind, directly or indirectly, for such services.

11.1.4 Use of Tobacco Products
The use of tobacco products is prohibited by all game personnel (e.g., coaches, trainers, managers, and game officials) in all sports during practice and competition. Uniform penalties (as determined by the applicable rules-making committees and sports committees with rules-making responsibilities) shall be established for such use.

11.2.2 Athletically Related Income
Contractual agreements, including letters of appointment, between a full-time or part-time athletics department staff member (excluding secretarial or clerical personnel) and an institution shall include the stipulation that the staff member is required to provide a written detailed account annually to the president or chancellor for all athletically related income and benefits from sources outside the institution. In addition, the approval for all athletically related income and benefits shall be consistent with the institution’s policy related to outside income and benefits applicable to full-time or part-time employees. Sources of such income shall include, but are not limited to, the following:

a. Income from annuities;
b. Sports camps;
c. Housing benefits (including preferential housing arrangements);
d. Country club memberships;
e. Complimentary ticket sales;
f. Television and radio programs; and
g. Endorsement or consultation contracts with athletics shoe, apparel or equipment manufacturers.

11.3.1 Control of Employment and Salaries
The institution, as opposed to any outside source, shall remain in control of determining who is to be its employee and the amount of salary the employee is to receive within the restrictions specified by NCAA legislation.

11.3.2.1 Bona Fide Outside Employment
A staff member may earn income in addition to the institutional salary by performing services for outside groups.

11.3.2.2 Supplemental Pay
An outside source is prohibited from paying or regularly supplementing an athletics department staff member’s annual salary and from arranging to supplement that salary for an unspecified achievement. This includes the donation of cash from outside sources to the institution earmarked for the staff member’s salary or supplemental income. It would be permissible for an outside source to donate funds to the institution to be used as determined by the institution, and it would be permissible for the institution, at its sole discretion, to use such funds to pay or supplement a staff member’s salary.
11.3.2.3 Bonuses for Specific and Extraordinary Achievement
An institution may permit an outside individual, group or agency to supplement an athletics department staff member’s salary with a direct cash payment in recognition of a specific and extraordinary achievement (e.g., contribution during career to the athletics department of the institution, winning a conference or national championship, number of games or meets won during career/season), provided such a cash supplement is in recognition of a specific achievement and is in conformance with institutional policy.

11.3.2.4 Non-institutional Publications That Report on Athletics Program
Athletics department staff members shall not endorse (either orally or in writing) any non institutional publication dedicated primarily to reporting on an institution’s athletics activities, except as provided in this section, and shall not write for or receive any remuneration from such publications.

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.

SPORT WAGERING ACTIVITIES

10.3 Sport Wagering Activities
The following individuals shall not knowingly participate in sports wagering activities or provide information to individuals involved in or associated with any type of sports wagering activities concerning intercollegiate, amateur or professional athletics competition:
   a. Staff members of an institution’s athletics department;
   b. Non-athletics department staff members who have responsibilities within or over the athletics department (e.g., chancellor or president, faculty athletics representative, individual to whom athletics reports);
   c. Staff members of a conference office; and
   d. Student-athletes.

Fantasy Leagues
If a staff member or a student-athlete is involved in any fantasy sports league that involves the exchange of money, prizes, or other tangible item of value, the student-athlete may be declared ineligible for all regular season and postseason competition for at least one year and a staff member could be terminated.

NCAA Championships/Bowl Games/"March Madness"
NCAA rules prohibit soliciting or accepting a bet on any intercollegiate competition for any item that has tangible value. These regulations apply to all staff members in an institution’s athletic department and all student-athletes. THIS INCLUDES NCAA TOURNAMENT POOLS.

Departmental Policy on Gambling
The following should serve as departmental policy for all student-athletes AND staff members governing gambling activities:

   Staff members of the athletic department and student-athletes shall not participate in any gambling activity that involves intercollegiate or professional athletics, through a bookmaker, a parlay card or any other method employed by organized gambling (e.g., sports “pools”, internet gambling, etc.). This includes other methods not run through organized gambling (e.g., pools, fantasy leagues that require a buy-in, etc.), even if the bet or value of the prize is a “friendly” wager.
AGENTS / PROFESSIONAL TEAMS

Protecting the integrity of the amateurism of our student-athletes should be of the utmost importance to all staff members. The following are some basic rules to remember with regards to amateurism:

12.3.1 General Rule
An individual shall be ineligible for participation in an intercollegiate sport if he or she ever has agreed (orally or in writing) to be represented by an agent for the purpose of marketing his or her athletics ability or reputation in that sport. Further, an agency contract not specifically limited in writing to a sport or particular sports shall be deemed applicable to all sports, and the individual shall be ineligible to participate in any sport.

12.3.1.1 Representation for Future Negotiations
An individual shall be ineligible per 12.3.1 if he or she enters into a verbal or written agreement with an agent for representation in future professional sports negotiations that are to take place after the individual has completed his or her eligibility in that sport.

12.3.1.2 Benefits From Prospective Agents
An individual shall be ineligible per 12.3.1 if he or she (or his or her relatives or friends) accepts transportation or other benefits from:
   a. Any person who represents any individual in the marketing of his or her athletics ability. The receipt of such expenses constitutes compensation based on athletics skill and is an extra benefit not available to the student body in general; or
   b. An agent, even if the agent has indicated that he or she has no interest in representing the student-athlete in the marketing of his or her athletics ability or reputation and does not represent individuals in the student-athlete's sport.

12.2.1.3 Tryout after Enrollment
After initial full-time collegiate enrollment, an individual who has eligibility remaining may try out with a professional athletics team (or participate in a combine including that team) at any time, provided the individual does not miss class. The individual may receive actual and necessary expenses in conjunction with one 48-hour tryout per professional team (or a combine including that team). The 48-hour tryout period shall begin at the time the individual arrives at the tryout location. At the completion of the 48-hour period, the individual must depart the location of the tryout immediately in order to receive return transportation expenses. A tryout may extend beyond 48 hours if the individual self-finances additional expenses, including return transportation. A self-financed tryout may be for any length of time, provided the individual does not miss class.

Departmental Policy on Agent Interactions
The following shall serve as the departmental policy for coach and staff interaction with agents, financial advisors, or others associated with them (runners, intermediaries, etc):

If any coach or staff member has contact with any agent or advisor (other than their own), they shall notify the Compliance Office to insure that all actions and conversations are permissible. Staff members of the athletic department shall not engage in any activity to arrange any type of communications between any student-athlete and sports agents or advisors without working with the Compliance Office. While it is not impermissible for a coach or staff member to assist a student-athlete with finding representation for a future professional career, the Compliance Office must be involved to ensure that no violations are inadvertently committed.
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:

a. The promotional activity release form must be properly completed and signed PRIOR to the promotional activity occurring. The form must be signed by a representative of the organization holding the promotion, the participating student-athletes, and the director of athletics (or his or her designee);

b. The specific activity or project in which the student-athlete participates does not involve co-sponsorship, 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 or slogans (other than an officially registered trademark) are prohibited;

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;

d. The student-athlete does not miss class;

e. All money derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency;

f. The student-athlete may accept actual and necessary expenses from the member institution, member conference or the charitable, educational or nonprofit agency related to participation in such activity;

g. The student-athlete's name, picture or appearance is not utilized to promote the commercial ventures of any nonprofit agency; and

h. Any commercial items with names, likenesses or pictures of multiple student-athletes (other than highlighted films or media guides per Bylaw 12.5.1.7) 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 educationally 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 events during the event). Items that include an individual student-athlete’s name, picture or likeness (e.g., name on jersey, name or likeness on a bobble-head doll), other than informational items (e.g., media guide schedule cards, institutional publications), may not be sold; and

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.

13.15 Precollege Expenses
13.15.1 Prohibited Expenses
An institution or a representative of its athletics interests shall not offer, provide or arrange financial assistance, directly or indirectly, to pay (in whole or in part) the costs of the prospective student-athlete’s educational or other expenses for any period prior to his or her enrollment or so the prospective student-athlete can obtain a postgraduate education.

Anytime a student-athlete participates in any institutional, charitable, educational or non-profit promotional activity, the student-athlete must obtain the PRIOR written approval of the director of athletics. Not obtaining prior written approval constitutes an institutional violation rendering the involved student-athlete(s) ineligible.

Please do not make any donations to outside groups or organizations without clearing it with UA Compliance.

**UA PROCEDURE ON PROMOTIONAL ACTIVITY INVOLVING STUDENT-ATHLETES**

1. Contact the athletics life skills with the name of the group or organization or refer the group or organization to the athletics compliance office (Jill Lancaster will be the point person).

2. Fill out a Promotional Activity Request form and return it to the athletics compliance office, OR forward the Promotional Activity Request form to the group or organization to determine the permissibility of the activity.

3. Do not make concrete plans with the group or organization until you receive the completed Promotional Activity Request form with approval (or not approved) from the athletics compliance office. Unless you have the approved copy of the form, any speaking or engagement or appearance is not permissible per NCAA Bylaw 12.5.1, and any student-athlete(s) involved will be declared ineligible.

4. Any approved charitable appearance must occur without student-athletes missing any classes.

**SALE OF ITEMS BEARING NAMES, LIKENESSES OR PICTURES OF STUDENT-ATHLETES**

Effective August 1, 2006 and in an effort to address concerns related to student-athlete exploitation, an individual student-athlete’s name, picture or likeness should not be used in connection with for-sale ventures. Some examples of these for-sale ventures include jerseys with a student-athlete’s name and bobble-head dolls that are sold in campus stores. It is important to note that a distinction was made between producing items with a student-athlete’s name, picture or likeness for sale versus providing these items as part of a marketing or promotional event, such as give-a-ways at games (e.g., posters, schedule cards, bobble-head dolls). Numerous discussions with institutional personnel and student-athletes and two national surveys were conducted of institutional presidents and chancellors and athletics department marketing personnel. The survey results indicate that although a majority of institutions are not using student-athletes in this manner, institutions should be held to the same standards as non institutional entities. Therefore, individual student-athletes should not be used in for-profit ventures in a manner that may be perceived as exploitive.

**NCAA News – January 7, 2006 Q & A - Sale of Items Bearing Names, Likenesses Or Pictures of SAs**

**Question:** How would this legislation apply to an institutional promotion using multiple student-athletes' pictures?

**Answer:** The proposal does not change the application of NCAA Bylaw 12.5.1.1 as it relates to institutional promotions that involve pictures of multiple student-athletes. The intent of the proposal is to prohibit the sale of items that include an individual student-athlete’s name, picture or likeness [other than informational items (e.g., media guide, schedule cards, institutional publications)].
Would this proposal still allow an institution to sell items that include the names, pictures or likenesses of individual student-athletes through institutionally controlled outlets [other than informational items (e.g., media guide, schedule cards, institutional publications)]?

No. The proposal would preclude the sale of such items by the institution, as well as other entities.

Would this legislation preclude companies from using a student-athlete's likeness in sports video games?

Current legislation (Bylaw 12.5.2.2) and interpretations already specify that if a student-athlete's name or picture (or likeness) appears on a commercial item 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. The proposal would not change the application of this legislation.

PROMOTIONS INVOLVING COMMERCIAL LOCATIONS/SPONSORS

12.5.1.1.2 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.

Distribution of Commercial Products in Conjunction with an Institutional Promotion: The legislative services staff determined that an institution is permitted to distribute discount coupons or packages as part of an institutional promotion that also includes the distribution of items (e.g., poster) that include the names or pictures of student-athletes with remaining eligibility. (3/1/95 Staff)

Commercial Advertisement Containing a Congratulatory Message: It is permissible for a member institution's sports calendar to include the cosponsoring company's regular trademark or logo and a congratulatory message (e.g., good luck in 1991). (2/21/91 Staff)

12.5.1.1.4 Player/Trading Cards
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 distribute but may not sell player/trading cards that bear a student-athlete’s name or picture.

12.5.2.1.2 Improper Use of Student-Athlete's Name or Picture
If an institution, without the student-athlete’s knowledge or consent, uses or permits the use of the student-athlete’s name or picture in a manner contrary to Bylaw 12.5.2.1, the violation shall be considered an institutional violation; however, the student-athlete’s eligibility shall not be affected.

12.5.1.3 Continuation of Modeling and Other Nonathletically Related Promotional Activities after Enrollment. If an individual accepts remuneration for or permits the use of his or her name or picture to advertise or promote the sale or use of a commercial product or service prior to enrollment in a member institution, continued remuneration for the use of the individual's name or picture (under the same or similar circumstances) after enrollment is permitted without jeopardizing his or her eligibility to participate in intercollegiate athletics only if all of the following conditions apply:
a. The individual's involvement in this type of activity was initiated prior to his or her enrollment in a member institution;

b. The individual became involved in such activities for reasons independent of athletics ability;

c. No reference is made in these activities to the individual's name or involvement in intercollegiate athletics;

d. The individual does not endorse the commercial product; and

e. The individual's remuneration under such circumstances is at a rate commensurate with the individual's skills and experience as a model or performer and is not based in any way upon the individual's athletics ability or reputation.

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 12.5.2.3.3 and official interpretations approved by the Management Council.

Bylaw 12.5.1.1.5 Schedule Cards
An advertisement on an institution's wallet-size playing schedule that includes the name or picture of a student-athlete may include language other than the commercial product's name, trademark or logo, provided the commercial language does not appear on the same page as the picture of the student-athlete.

12.5.1.5 Educational Products Related to Sport-Skill Instruction
It is permissible for a student-athlete's name or picture to appear in books, articles and other publications, films, videotapes, and other types of electronic reproduction related to sport-skill demonstration, analysis or instruction, provided:

a. Such print and electronic media productions are for educational purposes;

b. There is no indication that the student-athlete expressly or implicitly endorses a commercial product or service;

c. The student-athlete does not receive, under any circumstances, any remuneration for such participation; however, the student-athlete may receive actual and necessary expenses related to his or her participation; and
d. The student-athlete has signed a release statement ensuring that the student-athlete’s name or image is used in a manner consistent with the requirements of this section and has filed a copy of the statement with the student-athlete’s member institution.

Bylaw 12.5.1.7 Promotion by Third Party of Highlight Film, Videotape or Media Guide
Any party other than the institution or a student-athlete (e.g., a distribution company) may sell and distribute an institutional highlight film or videotape or an institutional or conference media guide that contains the names and pictures of enrolled student-athletes only if:

a. The institution specifically designates any agency that is authorized to receive orders for the film, videotape or media guide;

b. Sales and distribution activities have the written approval of the institution’s athletics director;

c. The distribution company or a retail store is precluded from using the name or picture of an enrolled student-athlete in any poster or other advertisement to promote the sale or distribution of the film or media guide; and

d. 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 services of the advertiser.

12.5.2 Nonpermissible Student-Athlete Promotional Activities
Bylaw 12.5.2.1 Advertisements and Promotions After Becoming a Student-Athlete
After 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.

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) 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. Such steps are not required in cases in which a student-athlete's photograph is sold by an individual or agency (e.g., private photographer, news agency) for private use.

Bylaw 12.5.2.3 –Specifically Restricted Activities:
A student-athlete’s involvement in promotional activities specified in this section is prohibited.

12.5.2.3.1 Name-the-Player Contest
A student-athlete may not permit use of his or her name or picture in a “name-the-player” contest conducted by a commercial business for the purpose of promoting that business.

12.5.2.3.2 Athletics Equipment Advertisement
A student-athlete’s name or picture may not be used by an athletics equipment company or manufacturer to publicize the fact that the institution’s team utilizes its equipment.

12.5.2.3.3 Promotional Contests
Receipt of a prize for winning an institutional or noninstitutional promotional activity (e.g., making a half-court basketball shot, being involved in a money scramble) held in conjunction with a member institution's
intercollegiate competition by a prospective or enrolled student-athlete (or a member of his or her family) does not affect a prospective or enrolled student-athlete's eligibility, provided the prize is won through a random drawing in which all members of the general public or the student body are eligible to participate.

Bylaw 12.5.3 – Media Activities

(a) 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.

(b) 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 any way 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.

Interpretation: It is permissible for a student-athlete who is being interviewed for a radio show and who misses a meal as a result of such participation to receive the meal at the location of the radio show and at the expense of the radio show.

OTHER GUIDELINES

1. Game programs. A picture of student-athlete(s) may appear on the same page as a commercial advertisement, provided the student-athlete(s) picture is not part of the advertisement and there is no indication that the student-athlete(s) is endorsing the commercial product or service being advertised.

2. Institutional posters or schedule cards. Institutional posters or schedule cards that include pictures of student-athlete(s) may include a sponsoring company’s officially registered trademark or logo, but may not include a reproduction of the company’s product.

3. Activities upon exhausting eligibility. Any activity involving solely the use of the name, photo or appearance of a student-athlete who has exhausted his/her eligibility is permissible. However, prior approval needs to be given by the Director of Athletics and/or former student-athlete.

4. Crimson Tide Sports Marketing (CTSM). A multi-media rights holder may produce promotional items on behalf of the University, but may not sell such items.

FINANCIAL DONATIONS FROM OUTSIDE ORGANIZATIONS

12.6.1.1 - To Intercollegiate Event. A professional sports organization may not serve as a financial sponsor of collegiate competition. Violations of this bylaw shall be considered institutional violations per Constitution 2.8.1; however, such violations shall not affect the student-athlete's eligibility.
12.6.1.5 - To Institution, Nonpermissible
A member institution shall not accept funds from a professional sports organization if:

a. The funds are for the purpose of recognizing the development of a former student-athlete in a particular sport. The receipt of such funds by an institution would make additional moneys available that could benefit student-athletes and thus result in student-athletes indirectly receiving funds from a professional sports organization;

b. The money, even though not earmarked by the donor, is received and credited to institutional funds for the financial assistance of student-athletes generally; or

c. The money is placed in the institution’s general fund and credited to the athletics department for an unspecified purpose.

RECRUITING
13.1.2 Permissible Recruiters
13.1.2.3 General Restrictions-Staff Members and Governing Board
The following are additional restrictions that apply to an institution’s staff members and governing board.

a) Non-coaching Staff Members with Sport Specific Responsibilities. A non-coaching staff member with sport-specific responsibilities (except a staff member who only performs clerical duties) shall not attend an on- or off-campus athletics event in the staff member’s sport that involved prospective student-athletes (e.g., high school contest, non-institutional sports camp) unless the staff member is an immediate family member or legal guardian of a participant in the activity. A staff member who is an immediate family member or legal guardian of a participant may attend such an event, subject to the following conditions:

(i) Attendance shall not be for evaluation purposes (the staff member shall not provide information related to the performance of a prospective student-athlete back to the institution’s coaching staff); and

(ii) The staff member shall not have direct contact with a prospective student-athlete or a prospective student-athlete’s parent (or legal guardian) or coach (other than the immediate family member, if applicable) participating in the activity.

b) Board of Governors/Regents. Recruiting contacts on or off campus between a member of the institution’s board of governors (or regents) and a prospective student-athlete are not permissible.

13.4.1.1 Responding to Prospect’s Request
Institutional staff members (including athletics staff members) may respond to a prospect’s letter requesting information from an institution’s athletics department prior to September 1 at the beginning of the prospect’s junior year in high school, provided the written response does not include information that would initiate the recruitment of the prospect or information related to the institution’s athletics program (e.g., the reply contains an explanation of current NCAA legislation or a referral to the admissions department).

CAMPUS VISITS: DEFINITIONS [PROSPECTIVE STUDENT-ATHLETES]

DEFINITIONS

13.02.12 Prospective Student-Athlete
A prospective student-athlete is a student who has started classes for the ninth grade. In addition, a student who has not started classes for the ninth grade becomes a prospective student-athlete if the institution provides such an individual (or the individual’s relatives or friends) any financial assistance or other benefits that the institution does not provide to prospective students generally. An individual remains a prospective student-athlete until one of the following occurs (whichever is earlier):
(a) The individual officially registers and enrolls in a minimum full-time program of studies and attends classes in any term of a four-year collegiate institutions’ regular academic year (excluding summer);
(b) The individual participates in a regular squad practice or competition at a four-year collegiate institution that occurs before he beginning of any term;
(c) The individual officially registers, enrolls and attends classes during the certifying institution’s summer term prior to his or her initial full-time enrollment at the certifying institution; or
(d) The individual reports to an institutional orientation session that is open to all incoming students within 14 calendar days prior to the opening day of classes of a regular academic term.

13.02.16.1 Official (Paid) Visit
An official visit to a member institution by a prospective student-athlete is a visit financed in whole or in part by the member institution.

13.02.16.2 Unofficial Visit
An unofficial visit to a member institution by a prospective student-athlete is a visit made at the prospective student-athlete’s own expense. The provision of any expenses or entertainment valued at more than $100 by the institution or representatives of its athletics interests shall require the visit to become an official visit, except as permitted in Bylaws 13.5 and 13.7.

13.2.1.1 Specific Prohibitions
Specifically prohibited financial aid, benefits and arrangements include, but are not limited to, the following:
(a) An employment arrangement for a prospective student-athlete’s relatives;
(b) Gift of clothing or equipment;
(c) Co-signing of loans;
(d) Providing loans to a prospect’s relatives or friends;
(e) Cash or like items;
(f) Any tangible items, including merchandise;
(g) Free or reduced-cost services, rentals or purchases of any type;
(h) Free or reduced-cost housing;
(i) Use of an institution’s athletics equipment (e.g., for a high-school all-star game); and
(j) Sponsorship of or arrangement for an awards banquet for high-school, preparatory school or two-year-college athletes by an institution, representatives of its athletics interests or its alumni groups or booster clubs.
(k) Expenses for academic services (e.g., tutoring, test preparation) to assist in the completion of initial-eligibility or transfer-eligibility requirements or improvement of the prospective student-athlete has a proprietary in conjunction with a waiver request.

RECRUITING ACTIVITIES/PUBLICITY OF PROSPECTIVE STUDENT-ATHLETES

13.4.4 Advertisements and Promotions

13.4.3.1 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, except as provided in Bylaw 13.4.3.1.1. 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 prospective student-athletes (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.

_Interpretation: All Media. An institution may not purchase advertising (e.g., season tickets, athletics program) to be aired during the broadcast or telecast of a high school contest._ (8/27/92 Official Interp)
13.4.3.4 Miscellaneous Promotions
Member institutions and their representatives of athletics interests are prohibited from financing, arranging or utilizing recruiting aids (e.g., newspaper advertisements, bumper stickers, message buttons) designed to publicize the institution's interest in a particular prospective student-athlete.

13.10.2.1 Comments Before Commitment
Before the signing of a prospective student-athlete to a National Letter of Intent or an institution's written offer of admission and/or financial aid or before the institution receives his or her financial deposit in response to its offer of admission, a member institution may comment publicly only to the extent of confirming its recruitment of the prospective student-athlete. The institution may not comment generally about the prospective student-athlete's ability of the contribution that the prospective student-athlete might make to the institution's team; further, the institution is precluded from commenting in any manner as to the likelihood of the prospective student-athlete committing to or signing with that institution.

13.10.2.2 Radio/TV Show
A member institution shall not permit a prospective student-athlete 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 prospective student-athlete or coach or related program material.

13.10.2.2.1 Announcer for Broadcast of Prospective Student-Athletes Contest
A member of the athletics staff of a member institution may not serve as an announcer or commentator for any athletics contest in which a prospective student-athlete is participating, or appear (in person or by means of film, audio tape or videotape) on a radio or television broadcast of such contest. This restriction does not apply to contests involving national teams in which prospective student-athletes may be participants, including the Olympic Games.

13.10.2.2.2 Game Broadcast
A prospect may not be interviewed during the broadcast or telecast of an institution's intercollegiate contest. A member institution may not permit a station telecasting a game to show a videotape of competition involving high-school, prep school, or two-year college players.

13.10.3.3 Game Broadcast/Telecast
A prospective student-athlete may not be interviewed during the broadcast or telecast of an institution's intercollegiate contest. A member institution may not permit a station telecasting a game to show a videotape of competition involving high school, preparatory school or two-year college prospective student-athletes.

Interpretation: Booster who works with a media entity having contact with prospective student athlete A media entity (e.g., radio, talk show host, newspaper reporter) who also is a representative of an institution's athletics interests may have contact with a prospective student-athlete, provided the contact is through a normal working relationship and not for the purpose of recruiting the prospective student-athlete. During a member institution's coaches' show, the institution may not permit the name or picture of a prospect to appear in a sponsor's congratulatory commercial (staff interpretation 7/21/93).

13.10.2.4 Prospective Student-Athlete's Visit
A member institution shall not publicize (or arrange for publicity of) a prospective student-athlete's visit to the institution's campus. Further, a prospective student-athlete may not participate in team activities that would make
the public or media aware of the prospective student-athlete’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).

EXTRA BENEFITS [CURRENT STUDENT-ATHLETES]

16.02.3 Extra Benefit.
An extra benefit is any special arrangement by an institutional employee or representative of the institution's
athletics interests to provide a student-athlete or the student-athlete family member or friend a benefit not expressly
authorized by NCAA legislation. Receipt of a benefit by student-athletes or their family members or friends is not a
violation of NCAA legislation if it is demonstrated that the same benefit is generally available to the institution's
students or their family members or friends or to a particular segment of the student-body (e.g., international
students, minority students) determined on a basis unrelated to athletics ability.

16.9.1 Permissible Travel Expenses Not Related to Practice or Competition
An institution, conference or the NCAA may provide actual and necessary expenses to a student-athlete to represent
the institution in noncompetitive events [e.g., goodwill tours, media appearances (see Bylaw 12.5.3), student-athlete
advisory committee meetings]. Further, an institution may provide reasonable local transportation to student-
athletes on an occasional basis.

16.11.1.5 Occasional Meals
A student-athlete or the entire team in a sport may receive an occasional meal in the locale of the institution on
infrequent and special occasions from an institutional staff member. An institutional staff member may provide
reasonable local transportation to student-athletes to attend such meals. A student-athlete or the entire team in a
sport may receive an occasional meal from a representative of athletics interests on infrequent and special occasions
under the following conditions:

(a) The meal may only be provided in an individual's home, on campus or at a facility that is regularly used for
home competition and may be catered; and

(b) A representative of the institution's athletics interests may provide reasonable local transportation to student-
athletes to attend the meal function only if the meal function is at the home of that representative.

Non-permissible-Telephones

Departmental Policy: A student-athlete’s use of an institutional staff member’s telephone for long distance
calls would constitute an impermissible extra benefit and represent a violation of NCAA regulations.

Please be sure to keep your office locked and, also, continue to audit your monthly phone bills to ensure
that all calls were in fact made by you. If you become aware that your phone number is being utilized
improperly by a student-athlete or any other unauthorized individual, please contact Compliance
immediately, so that appropriate corrective action can be taken.

16.11.2.2 Other Prohibited Benefits
An institutional employee or representative of the institution's athletics interests may not provide a student-athlete
with extra benefits or services, including, but not limited to:

(a) A loan of money;
(b) A guarantee of bond;
(c) An automobile or the use of an automobile;
(d) Transportation (e.g., a ride home with a coach), except as permitted in Bylaw 16.9.1, even if the student-athlete
reimburses the institution or the staff member for the appropriate amount of the gas or expense; or
(e) Signing or co-signing a note with an outside agency to arrange a loan.

ASK BEFORE YOU ACT!