

# NCAA Rule of the Month

January 2012  
Publicity of Prospects

With signing day quickly approaching for football, soccer and track/field/cross country, please remember that NCAA Bylaws do not condone publicizing a prospect and/or their abilities. As staff members in the athletic department, we must be aware of what type of publicity our prospects are receiving. During the recruitment of prospects, CU may only confirm the recruitment of a prospect, and nothing further. This includes not commenting on their abilities, the contribution they could make to the Buff Family or any other general comments about the prospect. There are other forms of publicity, beyond comments, that staff members should also be aware of.

**Facebook:** Posting to a prospect's wall, 'liking' a status or doing anything else that the public could see would be considered publicity and is not permissible until a prospect signs a NLI with CU. This includes the mentioning of a prospect's name or posting a photo of the prospect.

**Twitter:** Mentioning a prospect, @replying to a prospect and posting a link to an article that contains information about a prospect are all examples of publicity. Please refrain from doing anything that could be considered publicity on Twitter.

**Announcements:** Announcing that a prospect is in attendance at a CU event, parading prospects through booster tailgates, or encouraging the student section to chant a prospects name are all examples of publicity. And these examples are all impermissible.

CU also needs to be aware of our boosters and their actions towards prospects. Boosters should not be contacting prospects in an attempt to persuade them to attend CU. Boosters should also refrain from using social media to contact prospects or creating 'groups' to encourage the prospects' attendance at CU. Ultimately, CU is responsible for our boosters and their interactions with prospects.

Once a prospect has signed a valid NLI to attend CU, then the athletic department may begin publicizing the recruit's decision, through approved outlets. CU can hold one press conference, produce multiple press releases and also show video of the prospect's athletics ability. However, CU cannot be involved in any type of press conference or release put out by the prospect.

**CU's coaches were hired because they are good at their jobs, including recruiting. Please leave the recruiting to the coaching staff!!**

*\*\*If you have any questions regarding publicity and prospects, please feel free to contact compliance.\*\**