

# NCAA Rule of the Month

*July 2008*

## **What is permissible video to show a recruit? What is off-limits?**

There has been much debate nationally over video content used by institutions in recruiting. The rule is still in place which prohibits us from producing recruiting-only video. While the argument could be made that "everything is done for recruiting," if a video has multiple purposes and is available to the public (e.g. posted in a free area of CUBuffs.com) it could potentially be used in recruiting as well.

Examples of things we could place on CUBuffs.com are: video tours of our facilities, permissible highlight films (see below), and archived press conferences. HOWEVER, it must be done with the idea of having multiple purposes and geared toward the general public...NOT JUST RECRUITS!!!!!!!

NCAA Rules allow coaches to show highlight tapes to prospects. They cannot leave these tapes with prospects, their coaches, their families, or anyone else that would be involved in the prospect's recruiting process.

### **What is a highlight tape?**

Highlight films/videotapes/audio tapes can include:

- "Game Clips"
- Informational material related to a particular event or sports season.
- Narration, but it must relate specifically to the event or sports season.
- Highlight films/videotapes/audio tapes may include only clips of actual athletics contests
- Activities that occur on the day of the contest that are directly related to the contest (e.g., pre-game player introductions, locker-room talks).
- **The highlight film may NOT include clips of other activities that are only indirectly related to the contests (e.g., team travel, team meals, entertainment activities, practice activities, institutional facilities).**

Nonathletics Audio/Video pieces (e.g. CD or DVD from Admissions) available to all students can be given to prospects. Pre-enrollment information that is in Audio/Video format can be provided to prospects who have signed an NLI with CU or have been accepted for enrollment to CU.

CU can now produce computer recruiting presentations (e.g. PowerPoint), show them to prospects, and place them on our website, as long as it is not personalized. These presentations **MUST** be produced by a CU employee, but does not have to be an athletic department staff member. Permissible highlight films can be placed in this presentation as well.