


RALPHIE'S HOT TOPIC



February 2010

NCAA Bylaw

PROTECT
YOUR  TEAM

Online Institutional Publications

- ◎ CU may produce only one permissible recruiting publication (e.g., media guide or recruiting brochure, but not both) to provide to PSAs, his/her parents or legal guardians, his/her coaches or any other individual responsible for teaching or directing an activity in which a PSA is involved.
- ◎ This media guide or recruiting brochure may be posted on our Web site, subject to the same size, length and color restrictions as if printed (e.g., no color inside the cover). Remember, that while media guides and recruiting brochures are clear examples of recruiting publications, any portfolio of information (e.g., images and/or text) that is created to be used in the recruiting process is considered an athletics recruiting publication.

Online Institutional Publications

- In addition to the one permissible athletics recruiting publication, CU may post other printed recruiting materials, including those not listed in the recruiting materials legislation (13.4.1) , on our Web site, but such materials **may not be sent or provided to** PSAs, his/her parents or legal guardians, **his/her coaches** or any other individual responsible for teaching or directing an activity in which a PSA is involved.

Online Institutional Publications

- ◎ Further, general information, including general informational video content related to your athletics program, may also be placed on our Web site provided;
 - > 1.) it was not created for a recruiting purpose &
 - > 2.) is accessible to the general public.

This type of general information may be sent to a PSA via e-mail attachment or hyperlink.

Scenario:

- The following scenario is designed to assist you in applying the recruiting materials legislation related to information posted on our Web site:
- **Scenario:** You post your media guide on our Web site. In addition, you create a multimedia presentation to provide general information regarding your athletics program (or specific sport), and posts the presentation to our Web site. The multimedia presentation is available on the main page of www.cubuffs.com (or your specific sport subpage) and is accessible to any viewer of the site.

- ◎ **Question:** May an institution's head coach send a hyperlink of the media guide and the multimedia presentation to a prospective student-athlete?
- ◎ **Answer:** If the multimedia presentation was not created for a recruiting purpose, then the coach may send a hyperlink of each to the prospective student-athlete. If created to be used in the recruiting process, however, then the multimedia presentation would be an impermissible second athletics recruiting publication and could not be provided to the prospective student-athlete. Creation for use in the recruiting process may be evidenced by institutional labeling of the program, regardless of its access to the general public, or by placement on a separate recruiting page of the institution's Web site, regardless of how the program is labeled.

References:

- NCAA Division I Bylaws 13.4.1 (recruiting materials), 13.4.1.1 (printed recruiting materials), 13.4.1.3 (other recruiting materials) and 13.4.2.4 (computer recruiting presentations); and an official interpretation (3/14/07, Item No. 1)]