Cheyney University Policy OP-AACC-2014-0126

Policy on Publicizing Signed Student-Athletes

Approved by: Athletic Academic Compliance Committee, 9/17/2014
President’s Cabinet, 10/29/14

History: Issued- 10/29/14

Revised-

Related Policies:

Additional References:

A. Purpose

The purpose of this policy is to ensure that all coaches and staff following the NCAA guidelines in reference to publicity prior to signing a student-athlete.

B. Scope:

This policy applies to institutional staff members in the department of athletics.

C. Key Word(s) & Phrases:

PSA: Prospective Student-Athlete

NCAA Bylaw 13.10 Publicity.

NCAA Bylaw 13.10.1 Presence of Media during Recruiting Contact. A member institution shall not permit a media entity to be present during any recruiting contact made by an institution’s coaching staff member. [D] (Adopted: 1/9/96, Revised: 1/14/97, 6/22/11)

NCAA Bylaw 13.10.2 Comments Prior to Signing. 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, a member institution may comment publicly only to the extent of confirming its recruitment of the prospective student-athlete. [D] (Revised: 1/14/97, 6/22/11)

NCAA Bylaw 13.10.2.1 Evaluations for Media, Recruiting Services. Athletics department staff members shall not evaluate or rate a prospective student-athlete for news media, scouting services or recruiting services before the prospective student-athlete’s signed acceptance of the institution’s written offer of admission as a student and/or written tender of financial assistance to be provided on the prospective student-athlete’s enrollment. [D] (Revised: 6/22/11)

NCAA Bylaw 13.10.3 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: [D] (Revised: 6/22/11)
(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.

**NCAA Bylaw 13.10.3.1 Announcer for High School Broadcast.** A member of an institution’s coaching staff may not serve as an announcer or commentator for a high school, college-preparatory school or two-year college contest or appear (in person or by means of film, audio tape or videotape) on a radio or television broadcast of such contest in the staff member’s sport during any time that the staff member is under contract with the member institution. This restriction does not apply to contests involving national teams in which prospective student-athletes may be participants, including the Olympic Games. [D] (Revised: 1/10/95, 1/11/00 effective 8/1/00, 6/22/11)

**NCAA Bylaw 13.10.3.2 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, college-preparatory school or two year college players. [D] (Revised: 6/22/11)

**NCAA Bylaw 13.10.3.3 Effect of Violation.** Violations of Bylaw 13.10.3 shall be considered institutional violations per Constitution 2.8.1; however, such violations shall not affect the prospective student-athlete’s eligibility. (Adopted: 1/10/05, Revised: 5/16/11)

**NCAA Bylaw 13.10.4 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. [D] (Revised: 1/14/97, 6/22/11)

**NCAA Bylaw 13.10.5 Introduction of Prospective Student-Athlete.** An institution may not introduce a visiting prospective student-athlete at a function (e.g., the institution’s sports award banquet or an intercollegiate athletics contest) that is attended by media representatives or open to the general public. [D] (Revised: 1/14/97, 6/22/11)

**NCAA Bylaw 13.10.6 Photograph of Prospective Student-Athlete.** It is permissible for an institution to photograph a prospective student-athlete during a campus visit to be used in the institution’s permissible publicity and promotional activities (e.g., press release, media guide), but the photograph may not be given to the prospective student-athlete. [D] (Adopted: 1/16/93, Revised: 1/11/94, 1/13/03 effective 8/1/03, 6/22/11)

**NCAA Bylaw 13.10.7 Media Release Regarding Signing.** Publicity released by an institution concerning a prospective student-athlete’s commitment to attend the institution shall occur only after the prospective student-athlete has signed a National Letter of Intent or after the prospective student-athlete’s signed acceptance of the institution’s written offer of admission and/or financial aid. Such communications, which are not limited in number or content, may be released to media outlets at the institution’s discretion except as limited by Bylaw

**NCAA Bylaw 13.10.7.1.** However, an institution is prohibited from purchasing or receiving commercial advertising (e.g., print, media, billboard) to be used to identify a prospective
student-athlete by name or picture. Violations of this bylaw do not affect a prospective student-athlete’s eligibility; however, such violations shall be considered institutional violations per Constitution 2.3.1. [D] (Revised: 1/14/97, 1/9/06, 8/25/08, 6/22/11)

NCAA Bylaw 13.10.7.1 Press Conferences. Institutional press conferences, receptions, dinners and similar meetings held for the purpose of making such an announcement are expressly prohibited. [D] (Revised: 6/22/11)

NCAA Bylaw 13.10.7.1.1 One-Time Exception—Announcement of All Signings. An institution may make an announcement on the institution’s campus for the sole purpose of presenting at one time to the media the names of all prospective student-athletes who have accepted offers of admission and/or athletically related aid in a particular sport from that institution, with the understanding that no prospective student-athletes (or their friends or relatives) may be in attendance. [D] (Revised: 6/22/11)

NCAA Bylaw 13.10.7.2 Signings On Campus. An institution is responsible for signings on its campus (whether involving an individual or a group of prospective student-athletes). Any contact by the media with prospective student athletes on campus during the time the prospective student-athletes sign a National Letter of Intent or tender of financial aid shall be considered to be prima facie evidence.

D. Policy & Procedures:

Coaches and staff are prohibited from announcing any information on the prospective student-athlete until after a signed National Letter of Intent has completed by the PSA and has been received by the institution. Approval for public acknowledgement will be sent from the compliance team to the Sports Information Director, Athletic Director and head coaches involved with signing of the athlete.