

# EDUCATIONAL COLUMNS

**Notice about Educational Columns:** Educational columns and hot topics are intended to assist the membership with the correct application of legislation and/or interpretations by providing clarifications, reminders and examples. They are based on legislation and official and staff interpretations applicable at the time of publication. Therefore, educational columns and hot topics are binding to the extent that the legislation and interpretations on which they are based remain applicable. Educational columns are posted on a regular basis to address a variety of issues and hot topics are posted as necessary in order to address timely issues.

## **Educational Column**

### **Activities During Unofficial and Official Visits -- Photographs, Equipment and Uniforms (I)**

**Division:** I

**Date Issued:** May 03, 2017

**Date Published:** May 05, 2017

**Item Ref:** 1

### **Educational Column:**

This document contains questions and answers to assist the NCAA membership in the application of legislation governing publicity and game day simulations during official and unofficial visits.

### **Publicity and Photographs**

Any time during a prospective student-athlete's official or unofficial visit, it is permissible for him or her to photograph the visit and post the photograph on social media provided the photograph:

1. Is not arranged or taken at the direction of an institutional staff member; and
2. Is not posted on social media by or at the direction of an institutional staff member.

**Question No. 1:** If requested by a prospective student-athlete, may an institutional staff member or student-athlete use the prospective student-athlete's camera to take a photograph of the prospective student-athlete?

**Answer:** Yes, provided the photograph was not arranged or taken at the direction of an institutional staff member.

**Question No. 2:** May a prospective student-athlete take a photograph with a coach or student-athlete and post it on social media?

**Answer:** Yes, provided the photograph is not arranged, taken or posted on social media at the direction of an institutional staff member.

**Question No. 3:** May a prospective student-athlete who is on the sideline or the field/court before or after a contest take a photograph of him or herself and post it on social media?

**Answer:** Yes, provided the photograph is not arranged, taken or posted on social media at the direction of an institutional staff member.

**Question No. 4:** May a prospective student-athlete take a photograph in the locker room in front of a media backdrop?

**Answer:** Yes, if the media backdrop is a permanent or regular fixture in the locker room. However, it is not permissible for the institution to place special additions (e.g., temporary displays of trophies) in the locker room during a recruiting visit.

**Question No. 5:** May a prospective student-athlete take a photograph that includes an enhancement or special effect (e.g. green screen)?

**Answer:** Yes, if the enhancement or special effect is a permanent or regular fixture in the locker room.

**Question No. 6:** May an institutional staff member take a photograph of a prospective student-athlete on the field/court or in the locker room to be used for permissible publicity after his or her commitment?

**Answer:** Yes, provided the photograph does not include a game day simulation (See Question No. 9) or is used in a manner that violates the rules related to publicity of a prospective student-athlete's campus visit (e.g. released prior to commitment).

**Question No. 7:** May an institutional staff member take a photograph of a prospective student-athlete that is enhanced with special effects (e.g. green screen) to be used for permissible publicity after his or her commitment?

**Answer:** Yes, provided the photograph does not include a game day simulation (See Question No. 9) or is used in a manner that violates the rules related to publicity of a prospective student-athlete's campus visit (e.g. released prior to commitment).

**Question No. 8:** May a prospective student-athlete take a photograph while dressed in a non-personalized institutional uniform (see Question No. 10) and post it on social media?

**Answer:** Yes, provided the photograph was not arranged or taken at the direction of an institutional staff member.

### **Game Day Simulations**

**Question No. 9:** What constitutes a game day simulation?

**Answer:** Any activity that would normally be conducted on game day involving student-athletes. Examples include but are not limited to:

- staged press conference;
- running out of tunnel;
- smoke machine;
- announcing names over the public-address system;
- video board announcements;
- on field/court simulation of game activities; or
- staged action shots on the field/court.

**Question No. 10:** May a prospective student-athlete try on a uniform and/or equipment in the locker room or equipment room area?

**Answer:** Yes, provided no part of the uniform or the equipment is personalized (e.g., no names on jerseys). Adding a number (e.g., the prospective student-athlete's high school number) is not considered personalization.

**Question No. 11:** May an institutional staff member arrange for or direct a prospective student-athlete to leave the locker room or equipment room to enter an adjacent field/court while in the uniform or equipment?

**Answer:** No. Arranging for or directing a prospective student-athlete to enter a practice or competition site while wearing the institution's uniform and/or equipment constitutes a game day simulation.

**Question No. 12:** May an institution arrange for the appearance or performance of a mascot, cheerleading squad, dance team or band at any point during a recruiting visit?

**Answer:** No, the arrangement of such appearances constitutes a game day simulation and celebratizing of the prospective student athlete's visit. If the mascot, cheerleading squad, dance team or band are performing for the public, then a prospective student-athlete may view the performance in the same manner as the public (e.g. large tailgating area, pep rally).

[References: Bylaws: 13.6.7.9 (activities during official visit); 13.7.3 (activities during unofficial visit); 13.10.2.7 (photograph of prospective student-athlete); and 13.10.3 (publicity after commitment)]