

Video Production Staff

HIGHLIGHT FILMS

Highlight Film/Videotape/Audio Tape (13.4.2.1)

An institution may show a highlight film/videotape/audio tape to a prospect or the prospect's coach but may not send it to or leave it with the prospect or coach. Highlight films/videotapes/audio tapes are "game clips" that contain informational material that is related to a particular event or sports season. Any narration on the highlight film/videotape/audio tape must relate specifically to the event or sports season.

Hall of Fame/Museum Videotape/Audio Tape (13.4.2.3)

A prospect may tour an institution's athletics hall of fame or museum during a recruiting trip and view videotapes/films or listen to audio tapes related to the institution's athletics programs (even if such videotapes/films/audio tapes do not meet the definition of a highlight film), provided the facility is open to the general public on a year-round basis and the videotape/film/audio tape has been developed for the purpose of showing to the general public (as opposed to the recruitment of prospects).

Interpretation: Highlight Film From Multiple Seasons - An institution's highlight film may contain footage from more than one sports season. An institution also may produce a highlight of the different positions (e.g. quarterback) of a particular sport, provided the footage contains only game clips specifically related to an event or season [8/95 Staff].

Promotion by Third Party of Highlight Film, Videotape or Media Guide (12.5.1.8)

Any party other than the institution or a student-athlete (e.g. distribution company) may sell and distribute an institutional highlight film or videotape or an institutional or conference media guide that contains the names and pictures of enrolled student-athletes only if:

- (a) The institution specifically designates any agency that is authorized to receive orders for the film, videotape or media guide;
- (b) Sales and distribution activities have the written approval of the institution's athletics director;
- (c) The distribution company or a retail store is precluded from using the name or picture of an enrolled student-athlete in any poster or other advertisement to promote the sale or distribution of the film or media guide; and

- (d) There is no indication in the makeup or wording of the advertisement that the squad members, individually or collectively, or the institution endorses the product or services of the advertiser.

Interpretations:

Game Films: *An institution would not be permitted to provide game films to a prospective student-athlete; however, it is permissible to show the prospective student-athlete game films during an off-campus visit or during the prospect's visit to campus [9/94 Staff].*

Providing Video Playbook and Game Film Clips to a Prospect or Coach: *An institution may send a video playbook or a video of broken-down game film to a prospect who has signed a National Letter of Intent (NLI), or has been accepted for enrollment by the member institution, inasmuch as such items are considered necessary pre-enrollment information regarding practice activities. However, an institution may not provide (send or leave) a video playbook to a prospect's coach. [3/5/99 Staff]*

Video Material Shown to a Prospective Student-Athlete: *The membership services staff determined that an institution is not permitted to show a video on its scoreboard to a prospective student-athlete visiting its campus while the prospect is touring the stadium, inasmuch as such an item would be considered a recruiting video. [10/14/98 Staff]*

Coaching Staff Member Contacting Prospect Through Video Conference: *It is not permissible for an institution's coaching staff member to engage in face-to-face contact with a prospective student-athlete via a videoconference, inasmuch as such activity is considered the equivalent of a recruiting video. [9/9/98 Official]*

Film/Video Tape as Part of Skill-Related Instruction: *The legislative services staff confirmed that in Division I sports other than football, the individual skill-related instruction permitted outside the institution's declared playing and practice season may include the observation or review of a film/videotape, provided the film/videotape is used as part of the actual instruction process. [6/14/95 Staff]*

Instructional Video — *Compensation to Institutional Staff Member: The legislative services staff confirmed that an institutional staff member may not be compensated by an individual or commercial business outside of the institution for production, distribution or sale of educational products (e.g., instructional video) related to sports-skill instruction, which use the names or pictures of student-athletes. [11/30/94 Staff]*

Coach Providing Videotape with Personalized Message for a Student-Athlete. *A member institution's coach may provide a videotape to a student-athlete that includes a personalized message and athletically related information (e.g. discussion of plays, workout program, lecture on strategy) without such activity constituting a countable athletically related activity [10/91 Official]*

Showing Video Material Not Produced by the Institution. *An institution may show a prospect (or prospect's coach) a video that is not produced by or on behalf of the institution (e.g. chamber of commerce video), provided such a video is not sent or left with the prospect or the prospect's coach [2/94 Official].*

Game Film as an Award. *An institution may provide a highlight film or videotape to a student-athlete as a permissible award, provided the retail value of the highlight film is included in the student-athlete's award limitations [4/92 Official].*

Providing Videotape to a Professional Team. *An athletic staff member may provide (but not sell) to a professional team a videotape of an institution's contest/practice. The actual cost of the blank videotape may be charged to the professional team. The institution (but not an individual) may sell the videotape in accordance with the provisions of Bylaw 12.6.1.4 (permissible donations from outside organizations) [4/95 Staff]*

Promotional videotapes airing in commercial establishment:
A promotional video (e.g., conference video) that includes the names and pictures of student-athletes with remaining eligibility may not be aired on video monitors at local commercial establishments if the commercial establishment is involved in any manner in promoting the activity (e.g., initiating the request for the video). Under such circumstances, the commercial establishment is considered a cosponsor of the promotional activity and, thus, the airing of the video jeopardizes the remaining eligibility of any student-athlete appearing in the video. [9/15/94 Official]

WEB SITE INFORMATION

It is permissible for a institution's web site or an athletics department staff member's personal web site to include information related to the institution's athletics programs and a hyperlink to the institution's athletics web site, provided neither the institution's web site nor the athletics department staff member's personal web site contains:

- (a) information regarding prospective student-athletes, except as permitted under Bylaw 13.11.8;
- (b) any hyperlink to the web site of a recruiting/scouting service or a noninstitutional publication that reports primarily on the institution's athletics program;
- (c) recruiting videos or other audio/video materials, except as permitted under Bylaw 13.4.2.1. [References: Bylaws 13.4.1 (printed recruiting materials) and 13.4.2.1 (highlight film/videotape/audio tape)]

VIDEOS OF PROSPECTS

Video Services (13.15.3.2)

Member institutions are permitted to use video services so long as only regularly scheduled (regular season) high school or two-year college contests are involved. The institution may not contract with the service in advance to have a particular contest videotaped, and the service must be available to all institutions at the same cost. Off-campus observation of a prospect on a videotape made available by a scouting service is considered an evaluation activity and is subject to applicable evaluation regulations.

Interpretations:

Institution's Coach Videotaping Prospect's Practice Session or Regular Season Contest: *An institution's coach may videotape a prospect's practice session or regular season contest during a contact or evaluation period, provided it is the prospect's normal practice session or regular season contest and the institution's coach does not direct or arrange the prospect's activities. [10/12/94 Staff]*

Non-Institutional Publication Producing Video of Prospects. *A non-institutional publication dedicated primarily to promoting an institution's athletics program may produce a highlight film/videotape for sale that includes only prospects the institution is recruiting, provided the prospects have signed a National Letter of Intent with the institution and the institution is not involved in any manner in production or distribution [2/94 Official].**Please note that the publication may not continue to sell the video once the prospects become student-athletes. [6/95 Staff]*

VIDEOS OF FUTURE OPPONENTS FOR SCOUTING PURPOSES

Interpretations:

Videotapes of Future Opponents. *In Division I basketball, football and volleyball, the exchange of game films/videotapes is not limited to competition between specific opponents. For example, if institution A is competing against institution B, it is permissible for institution C to provide its game film/videotape of institution B. (In person scouting of opponents in these three sports is prohibited per 11.6.1.1)[8/98 Staff].*

Purchasing Videotapes of Future Opponents. *In Division I basketball and football, it is not permissible to purchase a game film from any individual including a scouting service or to hire a scouting service to videotape a specific contest for the purpose of scouting an opponent [3/95 Staff].*

RECRUITING PUBLICITY

Comments Prior to Signing (13.11.4)

Prior to the signing of a prospect 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 prospect. The institution may not comment generally about the prospect's ability or the contribution that the prospect might make to the institution's team; further, the institution is precluded from commenting in any manner as to the likelihood of the prospect's signing with that institution.

Prospect's Visit (13.11.4)

A member institution shall not publicize (or arrange for publicity of) a prospect's visit to the institution's campus.

Interpretation: Announcement of Signing/Use of Videotape. Use of Video Clips of Prospects During Announcement of Signing - It is permissible for an institution to show video clips of a prospect through its normal media outlets (e.g., television, Web sites) during its announcement of the prospect's signing, provided such publicity occurs only after the prospect has signed a National Letter of Intent or subsequent to the prospect's signed acceptance of the institution's written offer of admission and/or financial aid with the institution. Further, an institution may produce a single highlight film (per sport) that includes all of its signed prospects to show to its boosters in conjunction with booster club functions. The subcommittee noted that although other prospects may appear in the video clips, the focus of the clip must be related to the prospect who has committed to the institution. (7/21/99 Official)