



CAA COMPLIANCE MONTHLY

OCTOBER 2009

EDUCATIONAL COLUMN-- SEPTEMBER 10, 2009--RECRUITING -- PRINTED RECRUITED MATERIALS -- ELECTRONIC MEDIA GUIDES

NCAA Division I member institutions should note that it is permissible for an institution to provide a prospective student-athlete with a media guide on a digital media storage device (e.g., compact disc, flash drive, memory disk), provided the storage device does not include any content other than an exact reproduction of the media guide. Further, any images or

information on the packaging (e.g., label, insert) is limited to a reproduction of the image(s) contained on the cover of the media guide or other identification of the institution (e.g., name, logo) and the media guide (e.g., sport). Finally, storage devices used for this purpose may not exceed the minimum standard capacity necessary to store the media guide (e.g., a media guide of 103 megabytes should be stored on a standard 128 megabyte flash drive).

The following questions and answers are designed to assist member institutions in the application of this official interpretation:

Q1: Is it permissible to include other information, such as game film or a recorded message from a

coach, with the media guide on the digital media storage device?

A: No. The digital media storage device may only contain an exact reproduction of the media guide.

Q2: Do any restrictions apply to the packaging of the media storage device?

A: There are no specifications or limitations regarding the size or type of the media storage device's packaging (e.g., compact disc case and insert, flash drive case or wrap). However, institutions should note any information or image(s) on such packaging is limited to a reproduction of the images found on the cover of the media guide or other identification of the institution (e.g., name, logo) and the media guide (e.g., sport). For example, an institution that elects to send its media guide on a compact disc, but does not want to

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CAA Update: The CAA BLOOD CHALLENGE is in full effect! Please remember to check your institution's date, and encourage donations on campus and within the athletic department. So far the CAA Blood Challenge has helped saved 53,184 lives in the past seven years!

RECRUITING -- PRINTED RECRUITED MATERIALS -- ELECTRONIC MEDIA GUIDES CONTINUED

reproduce its media guide cover on either the compact disc case insert or on the compact disc wrap, may label the item using an institutional logo and text to identify the contents (e.g., 2009-10 State University Football Media Guide).

Q3: Do the images or information that appear on the packaging have to be a exact replica of the media guide cover?

A: No. Institutions may use the media guide cover in its entirety, or choose to use only portions of the cover. In addition, institutions may include identifiers such as the institution's name, logo, sport and/or season as noted in the answer to **Q2**. Therefore, it would also be permissible for an institution to use flash drives that include an institutional (or athletics) logo on the flash drive case or wrap.

Q4: An institution plans to send an electronic version of the media guide to prospective student-athletes using a flash drive. The media guide is 97 megabytes. The institution can purchase 500 standard flash drives with a maximum capacity of 256 megabytes at a lower cost than if it purchased 300 standard flash drives with a maximum capacity of 128 megabytes or flash drives with a maximum capacity of 97 megabytes which would require a special order. Is an institution permitted to provide the media guide on a flash drive with excess storage necessary to store the media guide?

A: While an institution is not required to use a flash drive that contains only the exact storage capacity necessary to store the media guide, an institution is only permitted to use a flash drive that has the minimum standard storage capacity. Providing a flash drive with excess memory space beyond the available minimum standard is considered an impermissible offer or inducement pursuant to NCAA Bylaw 13.2.1. In this example, the institution would be not be required to use a flash drive with a maximum storage capacity of 97 megabytes since that is not a standard storage capacity, but the institution is limited to using the 128-megabyte flash drive as that would be the minimum standard storage capacity available.

RECRUITING CALENDAR

Cross Country/ Track & Field

Oct 1 - Oct 31 ~ Contact Period

Men's Basketball

Oct 1 - Oct 5 ~ Contact Period

Oct 6 - Oct 31 ~ Evaluation Period

Women's Basketball

Oct 1 - Oct 6 ~ Contact Period

Oct 7 - Oct 31 ~ Evaluation Period

Oct 2 - Oct 4 ~ Non-Scholastic*
*Evaluation Period

Baseball

Oct 1 - Oct 31 ~ Contact Period

Softball

Oct 1 - Oct 31 ~ Contact Period

Women's Volleyball

Oct 1 - Oct 31 ~ Contact Period

Men's Lacrosse

Oct 1 - Oct 31 ~ Contact Period*
*No Evaluations

Women's Lacrosse

Oct 1 - Oct 31 ~ Contact Period

Football, Championship Subdivision

Oct 1 - Oct 31 ~ Quiet Period*

*42 Possible Evaluation Days
(Sept., Oct., and Nov.)



RECRUITING -- PRINTED RECRUITED MATERIALS -- ELECTRONIC MEDIA GUIDES CONTINUED

Q5: Many flash drives that are available have additional functions (e.g., key chain, flashlight, pen). Is it permissible to provide an electronic version of the media guide on a flash drive that has additional functions?

A: No. Providing a prospective student-athlete with a media storage device that has additional functions constitutes an impermissible offer or inducement pursuant to Bylaw 13.2.1.

[References: Division I Bylaws 13.2.1 (general regulations) and 13.4.1.1 (printed recruiting materials); official interpretation (8/14/2009, Item No. 1)]

2009-10 NCAA DIVISION I PUBLICATION OF PROPOSED LEGISLATION

The NCAA Division I Publication of Proposed Legislation (POPL) for the 2009-10 legislative cycle is now available through the NCAA Web site at <https://web1.ncaa.org/LSDBi/exec/PDF/propRpt?propRptSubmit=Generate%20POPL&division=1&conventionYear=2010>. The POPL presents all proposed amendments to the NCAA legislation that were properly sponsored for the 2009-10 legislative cycle.

The CAA will solicit votes/comments on these proposals in November. Coaches, be sure to review them and let your compliance coordinator know your position on proposals that affect your sport.

THIS MONTH'S EVENTS

10/13 CAA Blood Challenge @ Hofstra

10/19 AD /SWA Meeting

10/20 Men's and Women's Basketball Media Day

10/23 CAA Blood Challenge @ JMU

10/23-25 NCAA Leadership Conference

10/29 CAA Blood Challenge @ Drexel

10/31 CAA Men's & Women's Cross Country Championships @ New Market
Hosted by JMU