Media Relations FAQs
Office of Compliance Services - University at Albany

Q: May an enrolled student-athlete participate in media activities?
A: A student-athlete may participate in media activities, including but not limited to, radio, TV and internet-based programs (e.g., coaches’ shows), and writing projects when the student-athlete’s appearance or participation is related in any way to athletics ability or prestige subject to the following restrictions: 1) the student-athlete shall not make any endorsement, expressed or implied, of any commercial product or service; 2) the student-athlete may receive actual and necessary expenses directly related to the appearance in the activity but may not receive any remuneration for participation in the activity and; 3) the student-athlete may not miss class for participating in media activities, unless it is in conjunction with away-from-home competition or it is for an NCAA or conference-affiliate sponsored media activity.

Q: Can media activities occur on a day off or between midnight and 5 a.m.?
A: Yes, media activities may occur on a student-athlete’s day off and between midnight and 5 a.m, as media activities are considered noncountable athletically related activities.

Q: Who is allowed to participate in interviews on radio or TV shows?
A: UAlbany shall not allow a prospective student-athlete (PSA) or a high school, preparatory school or two-year college coach to appear, be interviewed or otherwise be involved in any of the following: a radio or TV program conducted by UAlbany’s coaches; a program in which a UAlbany coach is participating; or a program for which a member of UAlbany’s athletics staff has been instrumental in arranging for the appearance of the PSA or coach or related program material.

Q: Are preseason off-campus practice activities allowed to be publicized?
A: An institution may publicize off-campus preseason practice activities that are conducted at a single designated site, provided the institution normally conducts preseason practice activities at that particular site.

Q: Can Media Relations use a student-athlete’s name, picture, or appearance as part of a promotional activity?
A: Yes, under certain conditions. The promotional activity cannot involve co-sponsorship, advertisement or promotion by a commercial entity other than through reproduction of the sponsoring company’s officially registered trademark, name, address, telephone number, or website address on printed materials. A student-athletes’ name, picture, or appearance may NOT be used to promote the commercial ventures of any nonprofit agency. The student-athlete must also have completed the Promotional Activities Form in ARMS and received Office of Compliance Services approval prior to participation.

Q: How many press conferences may UAlbany host per sport to announce prospective student-athlete (PSA) signings?
A: UAlbany may host an unlimited number of press conferences to announce PSA signings of NLI and/or scholarships. There are no restrictions on publicity related to a PSA after he or she has signed an NLI or scholarship or made a financial deposit to UAlbany. However, media may not be present during any recruiting contact made by a UAlbany coach.
Q: May I publicize a prospective student-athlete’s (PSA’s) visit to UAlbany?
A: No. You cannot publicize (or arrange for publicity of) a PSA’s visit to UAlbany. Please do not mention or post a picture of a PSA on any social media sites such as Twitter, Instagram, Snapchat or Facebook. Additionally, a PSA cannot participate in team activities that would make the media aware of a PSA’s visit to UAlbany. You may retweet or like a social media post by a PSA but you may not add any comments to the PSA’s social media post – click, but don’t type.

Q: May the media be present during any recruiting contact made with a prospective student-athlete (PSA)?
A: No. UAlbany shall not permit a media entity to be present during any recruiting contact made by UAlbany’s coaching staff member. Before the PSA is officially committed UAlbany may only comment publicly to the extent of confirming its recruitment of the PSA. UAlbany may not comment about the PSA’s ability or the likelihood the PSA will commit or sign with UAlbany. After a PSA has signed a NLI, financial aid agreement, or UAlbany has received a financial deposit there are no restrictions on publicity.

Q: Are prospective student-athletes (PSAs) allowed to be involved in broadcasting?
A: No. A PSA may not be interviewed during the broadcast of UAlbany’s intercollegiate contest and UAlbany is not allowed to show a videotape of competition involving a high school, preparatory school, or two-year college PSA. Also, a member of the athletics staff may not serve as an announcer or commentator for any athletics contest of a PSA.

Q: Can a prospective student-athlete’s (PSA’s) intent to accept an offer, verbal commitment or visit be publicized?
A: While UAlbany may not generally publicize a PSA’s intent to accept its offer of financial assistance or verbal commitment, it is permissible to retweet a PSA’s tweet regarding a verbal commitment. UAlbany may not introduce a visiting PSA at a function that is attended by media representatives or open to the general public. UAlbany is allowed to take pictures of a PSA on their visit provided the pictures are used in UAlbany’s permissible publicity and promotional activities (e.g. press release, media guide). The photo may be given to the PSA.

Q: May I make in-person, off-campus contact with a prospective student-athlete (PSA)?
A: Off-campus contact with a PSA is only allowed within one mile of all UAlbany campuses (Uptown, Downtown, Health Sciences) when the PSA is on an unofficial visit. Other than that, any in person, off-campus contact with PSAs must be left to certified coaches. On-campus contact is permissible except during a “dead period.” Dead periods differ for each sport, so please check with the Office of Compliance Services or the specific coaching staff to determine when on-campus contact with PSAs is permissible.

Q: What printed recruiting materials may I provide to a prospective student-athlete (PSA)?
A: You may provide PSAs with nonathletics institutional publications (e.g., official academic, admissions and other publications published by UAlbany and available to all students) and educational materials published by the NCAA at any time. You may not provide a PSA with a printed media guide, but you may supply one via an email attachment or a hyperlink after September 1st of the PSA’s junior year of high school.
Q: What video/audio recruiting materials may I provide to a prospective student-athlete (PSA)?
A: You may provide any official academic admissions and student-services media produced by UAlbany and available to all students at any time. You may also provide any material not created for recruiting purposes, provided such material includes only general information related to UAlbany and its athletics program at any time. In addition, you may provide a computer-generated recruiting presentation under the following conditions: (a) the presentation may be posted to UAlbany’s website; (b) the presentation may include general informational video/audio material that relates to UAlbany or its athletics programs and is not created for recruiting purposes; (c) the presentation may not be personalized to include a prospective student-athlete’s name, picture or likeness; and (d) the presentation may not be created by an entity outside of UAlbany. If you would like to send any of this material to the PSA rather than present it in person, you may only provide it via email attachment or hyperlink. Recruiting aids may not be personalized for the PSA until after the PSA officially commits to UAlbany by signing an NLI, signing a scholarship or submitting a financial deposit to UAlbany (e.g., admissions deposit).

Q: May I send a text message or an email to a prospective student-athlete (PSA)?
A: Yes, but when you can send the text message or email depends on the sport. For a men’s basketball PSA you can send a text message/email or return a text message/email from a PSA on or after June 15 after the PSA’s sophomore year of high school. For all other sports, you can send a text message/email or return a text message/email from a PSA on or after September 1 of the PSA’s junior year of high school.

Q: Am I permitted to make phone calls to prospective student-athletes (PSAs)?
A: Yes. However, the phone calls can only be placed after a PSA becomes officially committed to UAlbany by: 1) signing an NLI or scholarship agreement, or 2) submitting a financial deposit to UAlbany (e.g., admissions deposit). Please check with the Office of Compliance Services to confirm the PSA’s officially committed status before placing a call to the PSA.

Q: May I provide snacks or meals to student-athletes?
A: Yes, under certain conditions. Student-athletes who serve on an institutional committee such as SAAC may receive expenses to cover the cost of a meal missed as a result of a committee meeting that occurs when regular UAlbany dining facilities are open. You may provide an occasional meal to a student-athlete(s) after completing and receiving approval of an Occasional Meal Form in ARMS. You may also provide student-athletes with reasonable refreshments such as soft drinks and snacks during educational or business meetings and on an occasional basis for celebratory events (e.g., birthdays).

Contact the Office of Compliance Services
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