



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1057566	Interpretation Request	Amateurism - Bylaw 12	No

Division	Sport(s)
I	

### Legislative Cite(s)

- Camp Brochure Containing Pictures of Student-Athletes 12.5.1.6 - Camps.
- Student-athletes promoting summer camps

## Status Information

Status	Status Date	Status Level	Status Level Type
Resolved	05/16/2019	Staff	Bylaw Team Lead

### Conditions

### Rationale

Interpretation:: Pursuant to Bylaw 12.5.1.6, an institutional may use a student-athlete's name, picture and institutional affiliation only in the camp counselor section of its camp brochure to identify the student-athlete as a staff member, and may not use a student-athlete's name or picture in any other manner to directly advertise or promote the camp. The legislation does not limit the size or number of counselors of the camp advertisement, or where in the brochure the camp counselor section is printed. The attached brochure does not appear to contain any message encouraging attendance at the institution's camp, and only contains information necessary for those interested. Therefore, the use of the student-athlete's picture in this manner is permissible. As with any student-athlete name, image or likeness issue, NCAA staff recommends engaging your institution's legal counsel to review any potential legal impediments before the institution proceeds.

## Case Summary

## Specific Case Information

Describe the interpretive request Bylaw 12.5.1.6 states that the use of a student-athletes image can only be used in the camp counselor section. Does the attached flyer meet the spirit of the law?

Provide the conference analysis of the interpretive request. Based on my understanding of the legislation, this advertisement would not pass muster. The legislation specifically states that student-athlete names and/or pictures may solely be used in a camp counselor section in the camp brochure. The purpose of this restriction is to ensure that the camp is using its own merits and strengths to bolster camp attendance opposed to using a student-athlete to bolster attendance. So, in this situation, we would not approve use of the student-athlete's name and image because it is not included in a camp counselor section of a camp brochure. 12.5.1.6 Camps. An institutional or privately owned camp may use a student-athlete's name, picture and institutional affiliation only in the camp counselor section in its camp brochure to identify the student-athlete as a staff member. A student-athlete's name or picture may not be used in any other way to directly advertise or promote the camp.

Provide the institution's analysis of the interpretive request. As media changes every day the 'traditional' camp brochure has evolved to smaller and/or different forms. In the attached 'brochure' the SA is identified as a 'camp counselor' in what we think is a camp counselor section. If the flyer is one page does that mean a camp counselor section can be included? Does it have to be on a separate page?



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1052602	Interpretation Request	Amateurism - Bylaw 12	No

Division	Sport(s)
I	

### Legislative Cite(s)

12.6.1.1 - To Intercollegiate Event.  
12.6.1.8 - Reciprocal Marketing Agreements -- Sports Other Than Football and Men's Basketball.  
12.01.2 - Clear Line of Demarcation.

## Status Information

Status	Status Date	Status Level	Status Level Type
Resolved	04/11/2019	Staff	Director and Above

### Conditions

### Rationale

Interpretation:: Pursuant to Bylaw 12.6.1.1, a professional organization may serve as a financial sponsor of an intercollegiate event, provided the organization is not publicly identified as such. In this case, the charitable department of the Association of Volleyball Professionals (AVP First) may serve as a financial sponsor (provision of staffing, nets, etc.) of the East Meets West Volleyball Tournament; however, it is impermissible to publicly identify AVP First as a financial sponsor. Given the inextricable link between AVP and AVP First, there are issues as it relates to the clear line of demarcation (Bylaw 12.01.2) in sponsoring an intercollegiate event. Please note, the second sentence in Bylaw 12.6.1.1 would permit AVP First to serve as a financial sponsor of an activity (charity showcase) that is ancillary to the competition event (East Meets West Volleyball Tournament) and be publicly identified as such.

## Case Summary

**Specific Case Information**

Describe the interpretive request

UCLA puts on the East Meets West Beach Volleyball tournament each year. The AVP would like to put on some type of joint event in the coming years. One proposal they put forward was to share title sponsorship of the event while participating in a joint charity showcase. They proposed this after we declined to put AVP (not the charity) as the title sponsor. Is it permissible to receive funds from the charity arm of the AVP?

Provide the conference analysis of the interpretive request.

Provide the institution's analysis of the interpretive request.



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1051598	Interpretation Request	Amateurism - Bylaw 12	No

Division	Sport(s)
I	

### Legislative Cite(s)

12.1.2.4.1 - Exception for Prize Money Based on Performance -- Sports Other Than Tennis.

## Status Information

Status	Status Date	Status Level	Status Level Type
Resolved	03/21/2019	Staff	Individual

### Conditions

### Rationale

Interpretation:: A student-athlete is not permitted to accept prize money in excess of actual and necessary expenses, unless the prize money is awarded as part of the Operation Gold Grant program administered by the United States Olympic Committee. It is impermissible to defer prize money that is not otherwise permissible for a student-athlete to receive until after a student-athlete has exhausted his or her eligibility.

## Case Summary

**Specific Case Information**

Describe the interpretive request

A current student-athlete won prize money as part of her Olympic qualification in Beach Volleyball this past summer/fall. She did not accept the money yet because she hasn't gathered all receipts to determine actual and necessary expenses. If she waited until after exhausting eligibility (she is a [REDACTED] currently taking her [REDACTED] finals before [REDACTED]), would that impact any amateurism legislation should she accept the entirety of the prize money without regard to actual and necessary expenses?

Provide the conference analysis of the interpretive request.

Provide the institution's analysis of the interpretive request.



Institution: University of California, Los Angeles  
Case Type: Legislative Relief Waiver

Division: I

Case ID: 1048036  
Date: 09/05/2019

## General Information

### Institution Information

Institution Information University of California, Los Angeles

Division of Institution I

Conference Pac-12 Conference

Phone Number 310/825-4321

Academic year related to this request 2018-19

Did you receive a phone waiver from NCAA staff for this request? No

Is this request coming from a NCAA Committee? No

Have you contacted AMA or your conference office regarding the specific facts for this request? Yes

Please provide case number or individual's name. Stephen Clar

### Sub Case Types

Please check all the Legislative Relief Waiver sub-case types and conditions that apply

Request for a Prospective Student-Athlete or Student-Athlete

Request for a Prospective Student-Athlete or Student-Athlete Sub-Case Types

Amateurism; Financial Aid; Awards, Benefits and Expenses (DI Only)

### Legislation Related to this Request

Describe the institution's request for relief. [REDACTED], UCLA Gymnast, has been invited to participate in a music video.

Provide cite(s) of applicable legislation or interpretation

Type	Division	ID	Text
Bylaw	I	12.5.2.1	<a href="#">Advertisements and Promotions After Becoming a Student-Athlete.</a>

Provide case numbers of any precedent relevant to this request 1044785

**Student-Athlete Information**

Is this request for multiple student-athletes? No

NCAA ID [REDACTED]

First Name [REDACTED]

Last Name [REDACTED]

Date of Birth [REDACTED]

Gender Female

**Affected Sport(s) and Competition Information**

Sport(s) Women's Gymnastics

Institution's Next Date of Competition for this Sport 02/16/2019

Institution's Next Location of Competition for this Sport Home

**Case Prioritization Information**

Cases are prioritized based on next date of competition/date of event and requests for expedited review

Does this case require expedited review? No

**Student-Athlete Enrollment Information**

Date of Initial Collegiate Enrollment [REDACTED]

Date of Initial Enrollment at Current Institution (if different) [REDACTED]

**Case Information**



**Case Information**

All Requests

Describe the facts associated with this request

UCLA Gymnastics student-athlete [REDACTED] has been asked by a friend to be a part of his music video. The artist [REDACTED] is shooting the music video later this week. The theme of the song, [REDACTED], is to highlight individuals who have overcome obstacles to pursue dreams. [REDACTED] will appear in the video as an athlete, but without any UCLA apparel. She will primarily wear [REDACTED] Gymnastics gear. [REDACTED] has 2,000 followers on Facebook, 3,000 on Twitter, 3,000 on YouTube, 17,000 on SoundCloud, and 20,000 on Instagram. He also sells several tracks on Amazon Music. The director would like to include a small text introduction in the video that says, "Hi, my name is [REDACTED]."

What are any relevant mitigating circumstances that should be considered when reviewing the request?

[REDACTED] will not miss any class time, nor will she receive compensation. She is inspired by the message the video is trying to spread and wants to help. The artist understands they would not be able use [REDACTED] to promote the music video or the artist. [REDACTED]'s image will only be used in the video. Her association with UCLA Gymnastics will not be tagged or mentioned in any association with the band or the video. [REDACTED] will not endorse or promote the music video on any of her social media channels.

Have you previously contacted any NCAA staff regarding this request? Yes

Provide the name(s) of NCAA staff previously contacted regarding this request Stephen Clar

Provide the date(s) of contact with NCAA staff regarding this request 02/13/2019

**Student-Athlete Information**

All Requests

Indicate whether the individual is a prospective or enrolled student-athlete Enrolled Student-Athlete

Provide the final academic and amateurism certification report (PSA Details Report) [Final Certification from Eligibility Center](#)

When did recruitment begin? [REDACTED]

Was the student-athlete recruited by institutions previously attended? No

Will or has the student-athlete been offered or received athletically related financial aid? Yes

List all collegiate institutions the student-athlete attended

Term/Year	School Name	Division	School Type	Full/Part Time	Competed?	Practiced?	Received Aid?
[REDACTED]	UCLA	I	4	F	[REDACTED]	[REDACTED]	Y
[REDACTED]	UCLA	I	4	F	[REDACTED]	[REDACTED]	Y

Please provide a statement from student-athlete regarding the circumstances of this request.

[REDACTED] [\\_Statement.pdf](#)  
 Uploaded on 02/13/2019 by Cody Neftin

Was the student-athlete recruited? [REDACTED]

**Case Documentation**

(Maximum individual file size is 10MB.) Upload each document individually.

## Recommended Documentation

### All Requests

Provide a written statement(s) from any other individuals involved in the circumstances of this request

[\[REDACTED\]\\_Statement.pdf](#)

Uploaded on 02/13/2019 by Cody Neftin

Provide any documentation not previously specified that substantiates any assertions made in this request

[\[REDACTED\] - \[REDACTED\].pdf](#)

Uploaded on 02/13/2019 by Cody Neftin

## Signatures

### Select Required Signatories

#### STOP! IF USING E-SIGN OPTION:

The signatory email address (in the NCAA Directory) MUST match the email address in NCAA Business Applications (e.g., Single-Source Sign On).

The signatory MUST have been granted access to Requests/Self-Reports Online by the on-campus Single-Source Sign On administrator in the NCAA Business Application Administrative tool.

If the signatories do not meet these qualifications, select UPLOAD (or fax, if necessary). Do NOT select e-sign unless the above criteria is met.

#### Institutional Authority Outside of Athletics Department

Signatory [Approved by Mike Teitell on 02/14/2019](#)

#### Institutional Authority Inside of Athletics Department

Signatory [Approved by Cody Neftin on 02/14/2019](#)

#### Buckley Statement - Student-Athlete

Signatory

[\[REDACTED\]\\_Buckley.pdf](#)

Uploaded on 02/13/2019 by Cody Neftin

### Download Unsigned Signature Documents

- [Institutional Authority Outside of Athletics Department](#)
- [Institutional Authority Inside of Athletics Department](#)
- [Conference Personnel](#)
- [Buckley Statement](#) A Buckley Statement form is required for submission for all cases involving a student-athlete or prospective student-athlete.
- A Third Party Buckley Statement must be completed in order for a third party individual (e.g., parent, attorney) to discuss a student-athlete's case with the NCAA staff. The Third Party Buckley Statement has been placed in the General Case Information section located on the Resources tab.

## Case Contacts and Submission

Select Contacts for this Case

Primary Contact Cody Neftin (cneftin@athletics.ucla.edu) Phone: 310/206-3429 Cell: [REDACTED]

Secondary Contact Erin Adkins (eadkins@athletics.ucla.edu) Phone: 310-206-4908

Additional Case Contacts

Additional contacts with a valid email address from the conference or member institution will receive selected e-mails related to the case.

Email Delivery First Name Last Name Title E-mail Address

Terms and Conditions

**Disclaimer Terms and Conditions**

By submitting information related to this request, I affirm that I have read and understand the application of NCAA Bylaw 10.1 and the information provided is accurate and complete to the best of my knowledge.

Agreement by Cody Neftin on 02/13/2019

## Activity After Case Submission

Responses to Requests for Additional Information

Withdraw/Appeal/Reconsider History

Decision Level	Request Accepted?	Reason Type	Reason for Request	Responses to Questions	Additional Case Precedent	Status	Submitted By	Submitted At
		Withdrawal				Closed	Cody Neftin	03/13/2019

Details:



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1045821	Interpretation Request	Amateurism - Bylaw 12	No

Division	Sport(s)
I	

### Legislative Cite(s)

- NCAA Division I Committee for Legislative Relief Previously Approved Waivers Checklist (I)  
12.4.4 - Self-Employment.  
12.5.2.1 - Advertisements and Promotions After Becoming a Student-Athlete.

## Status Information

Status	Status Date	Status Level	Status Level Type
Resolved	02/01/2019	Staff	Individual

### Conditions

### Rationale

Interpretation:: Based upon the information provided, the Spotify compensation model (i.e., per play royalties) is consistent with the remuneration permitted in the previously approved waiver for student-athletes using their own name, likeness, and/or image to promote their own commercial product or business (e.g., music career). Therefore, provided the compensation the SA receives is consistent with the compensation provided to other artists on Spotify (e.g., not based on athletics reputation), the royalties fall within the previously approved waiver.

## Case Summary

**Specific Case Information**

Describe the interpretive request [REDACTED] is a UCLA Men's [REDACTED] student-athlete. He has been producing music since high school. He has divested his social media into a music account and a [REDACTED] account. On Spotify, his music has been seeing increased hits and he is set to receive royalties. Is this permissible within the previously approved waiver?

Provide the conference analysis of the interpretive request.

Provide the institution's analysis of the interpretive request.



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1044785	Legislative Relief Waiver	Amateurism; Financial Aid; Awards, Benefits and Expenses (DI Only) Request for a Prospective Student-Athlete or Student-Athlete	No

Division	Sport(s)
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I	██████████
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### Legislative Cite(s)

12.5.2.1 - Advertisements and Promotions After Becoming a Student-Athlete.

## Decision Information

Decision	Decision Date	Decision Level
Cancelled	01/23/2019	Staff

### Conditions

### Rationale

Case not necessary.: This scenario is permissible interpretively. Because the band is not selling its music and not in a position to monetize its social media accounts, the student-athlete's involvement in filming a music video for the band is not a promotional activity and does not trigger Bylaw 12.5.2.1. The staff will consider a waiver in the event it becomes necessary due to the band engaging in promotional activities and wanting to use the student-athlete's name, image and likeness in the same.

## Case Summary

**Specific Case Information**

Name of the NCAA Governance Committee  
submitting the waiver

Describe the institution's request for relief. [REDACTED] Student-Athlete would like to take part in a music video for the band

[REDACTED]



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1041460	Interpretation Request	Amateurism - Bylaw 12	No

Division	Sport(s)
I	

### Legislative Cite(s)

12.02.2.1 - Application  
12.1.2.4.3 - Exception for Payment Based on Team Performance.  
12.1.2.4.1 - Exception for Prize Money Based on Performance -- Sports Other Than Tennis.

## Status Information

Status	Status Date	Status Level	Status Level Type
Resolved	12/12/2018	Staff	Individual

### Conditions

### Rationale

Interpretation:: Based on the information provided, the SA represented USAV as a beach volleyball team member in [REDACTED] competitions for the world tour. Per bylaw 12.1.2.4.3, an individual may accept payment from his or her amateur team based on the team's place finish or performance, provided the combination of such payments and expenses provided to the individual does not exceed his or her actual and necessary expenses to participate on the team. Therefore, the SA may accept prize money for placing in those events from the USAV provided it does not exceed her out of pocket actual and necessary competition-related expenses for all [REDACTED] competitions as part of the world tour.

## Case Summary



## Specific Case Information

Describe the interpretive request [REDACTED] is an elite Beach Volleyball student-athlete. She has been invited to participate in tryouts for the USA Volleyball [REDACTED] National Team. Tryouts have been taking place under the FIVB tournament umbrella. This [REDACTED], [REDACTED] participated in [REDACTED] tryout tournaments across the world - [REDACTED]. These tournaments were all consecutive and an expectation as part of her tryout procedures. FIVB awards prize money based on place finish. USA Volleyball will reimburse up to \$1,600 for actual and necessary expenses if an individual during their tryout places in the Top 3. [REDACTED] placed in the [REDACTED]. She placed high enough for prize money from FIVB in all but [REDACTED]. If we are calculating on an event-by-event basis, then there will be a significant amount of money that [REDACTED] cannot accept. However, even with the FIVB and USAV money she will still not receive as much as her expenses for the world tour. Because all of the tournaments are a part of her tryout for USAV, can we group the prize money together to maximize her expense reimbursement?

Provide the conference analysis of the interpretive request.

Provide the institution's analysis of the interpretive request.



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1033296	Legislative Relief Waiver	Amateurism; Financial Aid; Awards, Benefits and Expenses (DI Only) Request for a Prospective Student-Athlete or Student-Athlete	No

**Division**  
I

**Sport(s)**  
Women's ██████

### Legislative Cite(s)

12.5.1.3 - Continuation of Modeling and Other Nonathletically Related Promotional Activities After Enrollment.  
12.5.2.1 - Advertisements and Promotions After Becoming a Student-Athlete.

## Decision Information

Decision	Decision Date	Decision Level
Approved	11/09/2018	Staff

### Conditions

Applicant institution may not have any involvement with promotional activities related to the commercial venture, unless it is part of a class project or program and that benefit is extended to all participating students in the class/program. No reference shall be made to involvement in intercollegiate athletics. Any remuneration must be at a rate commensurate with skills and experiences related to the vocation and shall not be based in any way upon athletics ability or reputation. Vocations may not be athletically related.

Other: Specifically, staff noted: (1) Student-athlete (SA) may not use her name and image on her personal social media accounts to promote brand; (2) In a public forum, SA may use her name, image and likeness to identify herself as a seller for the company and to identify the products available for purchase. In a private forum, SA may offer her recommendations as to the efficacy of the products; and (3) SA may not cross promote between personal accounts and promotional accounts.

### Rationale

Case precedent.: Cases involving nonathletically related employment.

Student-athlete well-being.: Specifically, staff noted: (1) The establishment of SA's ██████ career prior to SA's initial enrollment at applicant institution; (2) SA became involved in such activities for reasons independent of athletics ability; and (3) SA's employment is not athletically related and there is no connection between SA's status and her athletics participation and/or reputation.

Staff noted the January 2014 Division I Board of Director's ratification of the Division I Leadership Council's action to grant NCAA staff temporary authority to consider extenuating circumstances, exercise reasonable discretion in evaluating cases and allow additional consideration of mitigating factors that may justify departure from the established outcome in particular circumstances until a new Division I governance structure is implemented or for a period of no more than two years.

Therefore, based on the specific facts of this case, staff provided flexibility.:

## Case Summary

**Specific Case Information**

Name of the NCAA Governance Committee  
submitting the waiver

Describe the institution's request for relief. Waive the normal application of the self-employment and advertisements and promotions after becoming a student-athlete legislation and allow student-athlete to use her name, picture and likeness for promotional purposes. Assertions: (1) SA became interested in the role of a [REDACTED] for reasons unrelated to athletics ability; (2) SA's promotional activities involving [REDACTED] are unrelated to athletics; (3) SA will not make any references to her involvement in intercollegiate athletics; and (4) Applicant institution's athletics department will have no involvement with the promotional activities related to the commercial product.



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1035227	Interpretation Request	Amateurism - Bylaw 12	No

Division	Sport(s)
I	

### Legislative Cite(s)

12.5.3 - Media Activities.

## Status Information

Status	Status Date	Status Level	Status Level Type
Resolved	11/19/2018	Staff	Individual

### Conditions

### Rationale

Interpretation:: Based on our understanding of the facts, the commercial entity is, in part, a social media web site. Although the video is being created by a commercial entity, the purpose of the film is informational and inspirational and is being placed in a social media environment that is focused on athlete well-being. Based on these facts, it is permissible for the entity to create the video about the student-athlete and post it to its social media page. It is important to note that the SA (and the video) may not be used in any way to promote the social media web site itself, the commercial entity or its products. It appears the that commercial entity does or will promote and sell commercial products; therefore, there must be a separation of those products and the social media page dedicated to athletes. Without separation, the commercial entity's social media page would be inextricably linked to the products and would result in the use of SA's to directly or indirectly promote the products.

## Case Summary

Specific Case Information

Describe the interpretive request

Bylaw 12.5.3 says that, “a student-athlete may participate in media activities, including but not limited to, radio, television, 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 his or her status as a student-athlete.” However, there is no definition of what is considered a media activity beyond radio, television, and internet-based programs. A company by the name of BLUEPRINT falls within this unknown middle ground. BLUEPRINT is an online outlet but it is not yet fully up and running – the homepage says it is ‘coming soon’ and features a brief description and advertisement about what it will be. The homepage can be found here: <https://www.blueprint.us/>. In its description of what it will be, BLUEPRINT terms itself a “global holistic student-athlete development digital platform/community.” In a couple of articles by its creators, there are screenshots of what the mobile application and website will look like. These articles can be found here: <https://medium.com/@werblueprint/the-student-athlete-reimagined-c8d672008e46> and here: <https://medium.com/@werblueprint/proceed-and-be-bold-13e57b68ff42>. These screenshots show that student-athletes would have profiles with biographies on the website and other content that they post themselves. In this way, BLUEPRINT appears to be more like a social media platform akin to Facebook, Twitter, or Instagram and not a news media outlet, especially considering that one of the articles says that, “Our approach to building BLUEPRINT is similar to Facebook.” However, some of the other screenshots show that there will be content like recommended articles and videos that are written or produced by former student-athletes or by the company itself. In this way, it does appear to be a media outlet akin to The Player’s Tribune. Thus, to our understanding, the best way to describe what BLUEPRINT will be is a hybrid of The Player’s Tribune and social media outlets like Facebook/Twitter/Instagram. Due to this, we are unclear on whether or not a video that BLUEPRINT wants to create featuring one of our student-athletes, in his capacity as a student-athlete, would fit within Bylaw 12.5.3 as a media activity, which would allow the student-athlete to participate without jeopardizing eligibility. The CEO of the company self described the company as ‘obviously like all other media outlets’ in his emails proposing the video. However, he also describes on his LinkedIn about BLUEPRINT that, “our products, our partnerships, our ecosystem will be at the forefront of every young person’s thinking – we hope you join our mission.” Please find his LinkedIn here: <https://www.linkedin.com/in/senecablue/>. We have concerns about the language “our products,” since traditional media do not sell products other than the actual news itself. Unfortunately, what makes this case so hard is that Blueprint does not really exist yet. With that being said, we cannot say “Blueprint does x, y, and z” nor is that ascertainable from their website yet. For those reasons, we wanted to provide the NCAA with the same information that we have about BLUEPRINT so that it can determine if a video produced by BLUEPRINT fits within the meaning of a media activity under Bylaw 12.5.3.

Provide the conference analysis of the interpretive request.

Provide the institution's analysis of the interpretive request.



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
1032109	Interpretation Request	Amateurism - Bylaw 12	No

Division	Sport(s)
I	

### Legislative Cite(s)

12.5.1.3 - Continuation of Modeling and Other Nonathletically Related Promotional Activities After Enrollment.  
12.5.2.1 - Advertisements and Promotions After Becoming a Student-Athlete.

## Status Information

Status	Status Date	Status Level	Status Level Type
Resolved	09/26/2018	Staff	Bylaw Team Member Consult

### Conditions

### Rationale

Interpretation:: Pursuant to Bylaws 12.5.2.1 the student-athlete is not permitted to use her name/image related to her position as a [REDACTED]

## Case Summary

**Specific Case Information**

Describe the interpretive request

The last several years incoming women's [REDACTED] student-athlete, [REDACTED], has been involved with [REDACTED] as either [REDACTED] or [REDACTED]. Soon thereafter, she started [REDACTED] for a local clothing store where the owner was a friend. In February of [REDACTED] she applied for a position at [REDACTED]. The application process for the position was through an online application and her compensation for this position is based on commission-based earnings. At this time, [REDACTED] decided to create a separate [REDACTED] account to differentiate between [REDACTED] the [REDACTED] player and [REDACTED] the [REDACTED]. In her personal [REDACTED] account, she identifies herself as a UCLA student-athlete and with this account; she interacts with family and friends. In her second [REDACTED] account, she does not identify herself as a UCLA [REDACTED] student-athlete and she does not use her name at all, as she uses the name [REDACTED]. The second account is only used for [REDACTED] posts and anything related to her position as [REDACTED] with [REDACTED]. Since [REDACTED] has as a separate account for anything related to her position as a [REDACTED] with [REDACTED], may she continue as [REDACTED] per 12.5.1.3 and 12.5.2.1?

Provide the conference analysis of the interpretive request.

Provide the institution's analysis of the interpretive request.



# Case Summary

## General Case Information

Case Number	Case Type	Sub Case Type	Release to Database
998631	Legislative Relief Waiver	Amateurism; Financial Aid; Awards, Benefits and Expenses (DI Only) Request for a Prospective Student-Athlete or Student-Athlete	Yes

Division	Sport(s)
I	Men's Volleyball

### Legislative Cite(s)

12.4.4 - Self-Employment.  
12.5.2.1 - Advertisements and Promotions After Becoming a Student-Athlete.

## Decision Information

Decision	Decision Date	Decision Level
Approved	02/12/2018	Staff

### Conditions

Applicant institution may not have any involvement with promotional activities related to the commercial venture, unless it is part of a class project or program and that benefit is extended to all participating students in the class/program. No reference shall be made to involvement in intercollegiate athletics. Any remuneration must be at a rate commensurate with skills and experiences related to the vocation and shall not be based in any way upon athletics ability or reputation. Vocations may not be athletically related.

Other: Further, staff noted that SA may not use his name and image on his personal social media accounts to promote his musical career. SA must use separate accounts.

### Rationale

Case precedent.: Cases involving nonathletically related employment.

Student-athlete well-being.: Specifically, staff noted: (1) SA became involved in such activities for reasons independent of athletics ability; (2) There is no athletics nexus between SA's vocations and participation in intercollegiate athletics at applicant institution.

Staff noted the January 2014 Division I Board of Director's ratification of the Division I Leadership Council's action to grant NCAA staff temporary authority to consider extenuating circumstances, exercise reasonable discretion in evaluating cases and allow additional consideration of mitigating factors that may justify departure from the established outcome in particular circumstances until a new Division I governance structure is implemented or for a period of no more than two years.

Therefore, based on the specific facts of this case, staff provided flexibility.:

## Case Summary



**Specific Case Information**

Name of the NCAA Governance Committee  
submitting the waiver

Describe the institution's request for relief. Waive the normal application of the promotional activities legislation and allow student-athlete (SA) to use his name, image and likeness to promote his music career. Assertions: (1) SA is a music producer and uses a pseudonym for business purposes; (2) SA's business is unrelated to athletics; (3) SA has not sold music since enrolling at applicant institution; and (4) SA will promote and sell music under his pseudonym.