

**CHAPTER 9 - Basic broadcasting, advertising and social media guidelines for athletes, coaches and officials – ASA rules and regulations**  
**(Adapted from advertising and social media guidelines for IAAF Competition Regulations)**

**1. INTRODUCTION**

- 1.1. In the ASA Constitution, ASA is defined as the owner of all commercial rights and broadcast rights in any form or format within the borders of South Africa. ASA may share such rights with its sub-structures e.g. Provincial Members and their Members e.g. clubs; Associate Members and their Members e.g. schools or tertiary institutions; substructures e.g. Commission and Committees, hereafter mentioned as the ASA athletics family. Such sharing of rights by ASA will be done in writing, in a contract or M.O.U. format.
- 1.2. It is not practical to elaborate on all the rules and regulations protecting commercial and broadcasting rights of ASA. This chapter aims to guide the reader in the best practices for the athletes, coaches and officials in athletics.
- 1.3. Athletes, coaches and officials are the “face” of athletics in South Africa. Athletes, coaches and officials “make” athletics events and are therefore the best ambassadors for athletics. ASA knows that the activities of athletes, coaches and officials in the media, online, and in social media, will be vital in promoting athletics in South Africa. If promoted correctly, athletes, coaches and officials can maximize the value of the commercial and broadcast rights vested in ASA. If athletics is not promoted correctly it will be detrimental to the individuals involved as well as Athletics collectively.
- 1.4. ASA therefore encourages athletes, coaches and officials to engage with the media and with the public via social media, to maximize the value of the commercial and broadcast rights vested in ASA to the advantage of the athlete, the event and their partners e.g. sponsors and donors.
- 1.5. ASA knows many athletes have personal sponsors who support their endeavours and are vital to their ability to compete. However, to protect the sport and the commercial funding that enables ASA to put on events, pay prize money and support athletics in South Africa, ASA asks athletes, coaches and officials to respect the rules and guidelines set out in this document. The general rule always is; if it does not portray yourself or athletics positively, do not say it.
- 1.6. These guidelines cover two related areas:
  - 1.6.1. Commercial activities including unauthorised broadcasting and advertising
  - 1.6.2. Use of social media
- 1.7. Some of the guidelines in this document are mainly relevant to athletes with personal sponsors, but it is important that all participants read and understand the rules and principles set out below.

**2. CHANNELS AND PLATFORMS THROUGH WHICH ASA EXPLORES BROADCASTING RIGHTS**

- 2.1. Free to air radio broadcasting including local radio broadcasting
- 2.2. Free to air image broadcasting
- 2.3. Paid image broadcasting including cable
- 2.4. All forms of streaming for social media platforms
- 2.5. All forms of streaming for internet streaming
- 2.6. All forms of digital website sharing
- 2.7. Multi platforms

*Note: Communication platforms, as well as channels, forms and formats of communication, other than verbal communication, change on a frequent basis. The fact that the communication platform, form or format is not mentioned above merely implies that it is not formulated yet, and not that ASA waived its rights in this regard.*

### **3. CHANNELS AND PLATFORMS THROUGH WHICH ASA EXPLORES ADVERTISING AND PROMOTIONAL RIGHTS**

- 3.1. All electronic channels and platforms ASA uses to explore broadcasting rights are also used to market and/or advertise ASA, its athletes, coaches, officials, and its products
- 3.2. ASA also advertises in hard copy format e.g. newspapers, fliers, banners, billboards, newsletters, circulars, etc.

### **2. THE IAAF/ASA RULES ON ADVERTISING AT ASA EVENTS**

- 2.1. IAAF Regulations Governing Advertising and Promotional Displays at Competitions held under IAAF/ASA Rules (the "Advertising Regulations") will govern commercial activities at ASA events. ASA may, from time to time, define its own regulations for advertising and promoting athletics, but such regulations will never be in conflict with the IAAF Regulations.
- 2.2. All athletes, coaches and officials participating in ASA competitions are bound by the Advertising Regulations, which:
  - 2.2.1. Prohibit unauthorised advertising in the stadium, road and off-road events; and
  - 2.2.2. Strictly regulate the size and nature of branding and logos that can appear on kit during ASA events.
- 2.3. By way of example, at ASA events, athletes, coaches and officials must not:
  - 2.3.1. promote or display any branding, e.g. by erecting personal sponsor banners
  - 2.3.2. promote a brand through the use of body paint, tattoos, jewellery, hair dyeing/shaving or similar
  - 2.3.3. carry or use any identifiable products for the purpose of promoting that product or a brand which it bears
  - 2.3.4. wear any kit other than official kit which has been authorised by the IAAF/ASA and which adheres to the Advertising Regulations (it is also prohibited to unveil any unauthorised branded kit which you may be wearing under official kit or be passed anything from the stands)
- 2.4. ASA reminds athletes, coaches and officials that IAAF Competition Rule 144.3 (b) prohibits possession or use of video recorders, radios, CD, radio transmitters, mobile phone, headphones or similar devices in the competition area.

### **3. ADVERTISING IN AND AROUND VENUES**

- 3.1. Advertising within the Stadium where ASA competitions take place is strictly controlled. No-one entering the Stadium should display any advertising materials or otherwise undertake any activities which may be considered to be promotional in any manner. Spectators will be asked to sacrifice any unauthorised promotional materials upon entering the Stadium and any promotion or advertising in breach of our ticket terms and conditions may result in items being confiscated and/or the responsible person being evicted.

- 3.2. In and around the stadium and along the road race or off-road race, advertising and promotional activities such as leafleting, sampling or the distribution of promotional items is controlled in a variety of ways. For example, in the City of Johannesburg, (through which the road race will be run) the distribution of any type of advertising material for commercial purposes is not permitted.
- 3.3. In all cities/towns in South Africa, advertising controls under the Town & Country Planning Act prohibit businesses from flyposting or displaying large banners or advertisements without proper consent.
- 3.4. Examples:
  - 3.4.1. **No** displaying of a banner in the stadium which bears your company name is allowed
  - 3.4.2. No giving out flags or inflatable cheering sticks with your company's logo on them to spectators as they arrive at the stadium, is allowed

#### 4. PERSONAL SPONSORS

- 4.1. ASA understands that athletes need to promote their personal sponsors, and outside the context of the ASA competitions, ASA has no objection to this.
- 4.2. However, in addition to respecting the Advertising Regulations, we ask athletes to ensure that athletes do not promote their sponsors or other businesses in ASA competitions in direct opposition of the sponsors of the ASA competitions. ASA also asks athletes to ensure that athletes' sponsors do not seek to present themselves as sponsors of ASA competitions, or infringe on ASA intellectual property rights.
- 4.3. The sections below will help athletes and their sponsors to understand the rights ASA rely on to prevent this type of activity. ASA must enforce these rights to preserve the exclusive rights of ASA sponsors, broadcasters and other commercial partners who help fund ASA events.
- 4.4. Note that if athletes are sponsored by a brand which is also an official sponsor of the ASA competition, the prohibitions on commercial activities set out below will be relaxed for them and ASA will work with athletes and the sponsor in relation to their advertising.

#### 5. CAN I PROMOTE MY BUSINESS AT ASA EVENTS, ITS PROVINCIAL MEMBERS AND THEIR MEMBERS, ASSOCIATE MEMBERS AND THEIR MEMBERS?

- 5.1. If you are a business but you are not a national sponsor or an official sponsor of the competition, you should not undertake advertising activities in connection with the ASA athletics family. This rule applies equally to contractors of the ASA competitions, who may only reference the event editorially.
- 5.2. Please note:
  - 5.2.1. Any advertising or promotional activity which suggests that your business or brand is a sponsor of the ASA events is **not** permitted.
  - 5.2.2. The display of any advertising within the stadium or along the road race, or off-road race, is **strictly regulated**.
  - 5.2.3. These guidelines go into more detail on these points. Note that this document does not provide guidance for the media for whom other rules will apply, particularly in relation to editorial references to the ASA athletics family.

## 6. TICKET PROMOTIONS

- 6.1. Tickets for ASA competition **cannot** be used for commercial or promotional purposes without the relevant LOC's permission. The right to run ticket promotions or competitions is a valuable right which is reserved for ASA commercial partners only. Any tickets used for such purposes without ASA consent may be voided and the winners of the tickets could be denied entry. Action may also be taken against the entity running the ticket promotion.
- 6.2. Examples:
  - 6.2.1. **You may not run a** "win ASA Event tickets" promotion
  - 6.2.2. **You may not run** an advertisement which offers "your chance to win tickets to see an elite athlete run for the final time"

## 7. ASA PROTECTED MARKS

- 7.1. All athletics related images and marks of ASA athletics family, are protected through a variety of legal means, including as registered or unregistered trademarks, copyright works and/or unfair competition laws, such as the law of passing off in South Africa
- 7.2. Non-commercial, personal use of these marks in an editorial manner, for example within a personal social media account is unlikely to be problematic. However they should not be used in a way which suggests the athlete is an official media platform or outlet for ASA athletics family, or events of the ASA athletics family. Nor should they be used as the athlete's avatar or profile picture in digital media.
- 7.3. Similarly, the above marks must **not** be used for any commercial purposes, including in commercial communications such as advertisements, on websites, in social media and in promotional or PR activities. ASA would ask athletes to ensure that the athlete's personal sponsors do not use any of the marks in any way either.
- 7.4. Examples:
  - 7.4.1. You **can** use an image that the athlete has taken of him/herself with the Event Logo/ mascot, on the athlete's non-commercial blog
  - 7.4.2. You **can** use an image of you next to a banner which shows the event logo of ASA, its provincial members and their members, associate members and their members, posted on your social media
  - 7.4.3. You **can** use a picture of you and your medal on your home club's non-commercial website for editorial purposes
  - 7.4.4. an athlete's sponsor **cannot** use an image of an athlete with the event mascot of ASA athletics family, in their advertising or use an image of you next to a banner which shows the ASA athletics family event logo posted on your social media.
- 7.5. Remember that the use of the names, images and logos of national teams and other athletes competing at the ASA athletics family events will also be protected. As a general rule, these should not be used for promotional purposes without their consent.

## 8. USE OF IMAGES AND VIDEO FOOTAGE

- 8.1. ASA and its official broadcasters and photography agencies control the official images and broadcast video footage taken at events of the ASA athletics family. ASA also controls the footage and imagery from historic events of the ASA athletics family. These are protected by copyright and cannot be used other than under licence.
- 8.2. You can take photos and videos while at the events of ASA athletics family for personal and non-commercial use, subject to the guidelines on social media below and also subject to them not being manipulated or edited in any way. However, images and footage may not be used by you or your personal sponsors for commercial purposes.
- 8.3. Examples:
  - 8.3.1. You **can** use images you've taken at events of the ASA athletics family, in a presentation you give to local students when you return home
  - 8.3.2. You **can** use video footage you take at events of ASA athletics family for private, performance analysis purposes
  - 8.3.3. You **cannot** use the unlicensed use of footage from events of ASA athletics family, or any previous ASA events on your personal, promotional website
  - 8.3.4. You **cannot** use a photo you take at the ASA athletics family event e.g. of the start of the men's 100m final to promote a personal sponsor

## 9. SOCIAL MEDIA

- 9.1. ASA encourage you to use social media, and to promote your participation in events of ASA athletics family. However this must be done responsibly, and with respect to other participants. All of the rules mentioned above also apply to social media, as they do for other traditional media.
- 9.2. ASA will be posting from the various official ASA handles, and use official communication platforms for ASA events. The various communication platforms, e.g. Twitter, Instagram; Hashtag; Facebook, YouTube, etc. will be announced by ASA from time to time via official communication channels.
- 9.3. Please be thoughtful when using social media. Remember you are in the spotlight and once a message is posted, it cannot be retracted. Please also do not use social media at times which are inappropriate or in a way which interferes with athletes' performance or preparations. For example:
  - 9.3.1. **Written accounts** of your experience at events of ASA athletics family, for example a daily tweet or diary post on Facebook, are permitted. Please be conscientious when commenting on other participants or their performances.
  - 9.3.2. **Still images** you take while at the events of ASA athletics family, can be posted on social media for non-commercial purposes provided these are not taken in areas which should be considered private, such as private accommodation, changing areas, call rooms, medical treatment areas, and in doping control. If your image includes other people, consider whether you should get their consent before posting the image.
  - 9.3.3. **Moving images and video** which you or other participants take at the events of ASA athletics family, and which may or may not include footage of a competition may **not** be

posted on social media. However, you should feel free to use the 'like', 're-post' and 'comment' functions (or similar) for clips of the events of ASA athletics family, which ASA, or the organising committee, or official broadcasters have posted on social media.

- 9.4. You will be responsible for anything you post and for compliance with the law. For example, intellectual property rights, confidentiality, an individual's rights of privacy, and defamation; all apply to social media as they do elsewhere.
- 9.5. Any use of social media which refers to the events of ASA athletics family, must not be used for commercial purposes. For example you must not mention your personal sponsors in posts about the events of ASA, its provincial members and their members, associate members and their members.
- 9.6. Examples:
  - 9.6.1. You **may** post text and images about your experience at the events of ASA athletics family, on social media (subject to the guidelines above and for non-commercial purposes only)
  - 9.6.2. You **may** re-post and comment on images and clips of the events of ASA athletics family which ASA or official broadcasters have posted on social media
  - 9.6.3. You **may** post a generic message at the end of the event of ASA athletics family, which thanks your sponsors but which doesn't refer to the event of ASA athletics family, in any way (for example by referring to your performances at, or an image of you during, the event of ASA, its provincial members and their members, associate members and their members)
  - 9.6.4. You **may not** post a message naming your personal sponsor(s) which includes a reference to your performance at the event of ASA athletics family, and an image of you in the Stadium
  - 9.6.5. You **may not** take an image of you using a sponsor's product while in warm-up at the event of ASA athletics family, and posting this on social media.