

## A STATEMENT ON ETHICS

The purpose of Gulf Swimming is to promote the ideals of USA Swimming, an amateur sport, through participation, competition, and recognition of the young people in the Gulf area. The Gulf Local Swimming Committee supports these ideals, which include the ethical behavior and sportsmanlike conduct of our athletes and their supporters. Therefore, the Gulf Local Swimming Committee cannot condone the unethical behavior of enticing swimmers away from one team by another within the Gulf LSC. This practice of enticement or harassment of swimmers and parents, in the name of building or improving a team, is contrary to the standards sought by the LSC and will not be accepted or tolerated by that body.

### DEFINITION

*...unethical behavior of enticing swimmers away from one team by another within the Gulf LSC...*

Uninvited contact, in any form, by a representative (e.g., coach, assistant coach, parent, or swimmer) of an existing Gulf Team or proposed new team, to an attached swimmer or parent of an attached swimmer on another team in the Gulf, for the purpose of recruiting members.

### EXPANDED INTERPRETATIONS OF UNINVITED CONTACT

**General advertising** is permitted in Gulf Swimming. "General advertising" is basically any advertising that is NOT directed at a certain person or a certain group. "General advertising" implies that the advertising is directed to a widespread audience, instead of a specific audience. The following situations would likely be considered to be "general advertising", when made to a widespread audience:

- (1) Messages in newspapers, magazines, leaflets, catalogs, and fliers;
- (2) Printed messages on any display (such as a billboard) that could be viewed by the public;
- (3) Messages on radio, television and public address systems;
- (4) On-line messages;
- (5) Direct mail or direct email messages, subject to limitations on "targeted advertising" below; and
- (6) Other activities that are sometimes viewed as "general advertising." Because they present unique situations, they must be considered separately.

**Targeted direct advertising** to USA Swimming athletes is **NOT** permitted. "Targeted direct advertising" differs from general advertising in that it is aimed at a certain person or group. This is **NOT** permitted in Gulf Swimming.

**In person solicitation** of USA Swimming athletes, including recruiting by telephone or electronic contact, is not "general advertising". In person, including telephonic and electronic, solicitation, is **NOT** permitted in Gulf Swimming.

### TEAMS VIOLATING THE GULF POLICY - POSSIBLE PENALTIES

A team, proven to have violated the Gulf Swimming policies and procedures, would not be "in good standing" with Gulf Swimming. These teams would be subject to penalties, which may include but not be limited to the following:

- (1) That team would not be allowed to host any Gulf swim meets;
- (2) Members of that team would not be allowed to hold any Gulf Swimming offices or committee positions, either elected or appointed;
- (3) That team would not be allowed to score points at any Gulf Swimming Championship meets;
- (4) Coaches of that team would lose meet privileges (e.g., no free Heat Sheets, no hospitality, etc.); and
- (5) Monetary penalties.

### REPORTING VIOLATIONS

To report possible violations of unethical recruiting, contact the Gulf Swimming Administrative Vice-Chairman:  
Herb Schwab

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Sugar Land, TX 77478-4716  
281-242-1334 (Home)  
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