A STATEMENT ON ETHICS

The purpose of Southeastern Swimming is to promote the ideals of USA Swimming, an amateur sport, through participation, competition, and recognition of the young people in the Southeastern Swimming area. The Southeastern Swimming Local Swimming Committee supports these ideals, which include the ethical behavior and sportsmanlike conduct of our athletes and their supporters. Therefore, the Southeastern Swimming Local Swimming Committee cannot condone the unethical behavior of enticing swimmers away from one team by another within the Southeastern Swimming 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 Southeastern Swimming LSC...*

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

**EXPANDED INTERPRETATIONS OF UNINVITED CONTACT**

**General advertising**is permitted in Southeastern 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. (1)  Messages in newspapers, magazines, leaflets, catalogs, and fliers;
2. (2)  Printed messages on any display (such as a billboard) that could be viewed by the public;
3. (3)  Messages on radio, television and public address systems;
4. (4)  On-line messages;
5. (5)  Direct mail or direct email messages, subject to limitations on “targeted advertising”

below; and

1. (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 Southeastern 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 Southeastern Swimming.

**TEAMS VIOLATING THE SOUTHEASTERN SWIMMING POLICY - POSSIBLE PENALTIES**

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

1. (1)  That team would not be allowed to host any Southeastern swim meets;
2. (2)  Members of that team would not be allowed to hold any Southeastern Swimming offices or committee

positions, either elected or appointed;

1. (3)  That team would not be allowed to score points at any Southeastern Swimming Championship meets;
2. (4)  Coaches of that team would lose meet privileges (*e.g.*, no free Heat Sheets, no hospitality,

etc.); and

1. (5)  Monetary penalties.

**REPORTING VIOLATIONS**

To report possible violations of unethical recruiting, contact the Southeastern swimming administrative vice chairman John morse[jmorse@swimnac.com](mailto:jmorse@swimnac.com)