

Senate Bill 206 (Skinner-D, 2019) Statutory Community College Athlete Name, Image, and Likeness Working Group

Ellen J. Staurowsky, Ed.D.
Professor, Sports Media
Roy H. Park School of Communications

Agenda

- Background
- NIL opportunities for female athletes in a changing landscape
- Ensuring gender equity

“a rising tide lifts all boats”
(John F. Kennedy, 1962 credited to the New England Council)

What has denial of NIL & other economic rights done to college athletes?

Denial of
rights as
citizens

Denial of
fruits of
their labor

Denial of
personal
agency



CLEMSON
TIGERS

-VS-

NOTRE DAME
FIGHTING IRISH



Image from NCAA.com, Dec 21, 2018

Cooky et al., 2015; Staurovsky et al., 2020

4%



Changing Market for Women's Sports

WELCOME TO THE NWSL
ANGEL CITY

SOLEIL ENERGY

FLORIDA STATE

zulily

Let the games begin.

A WASSERMAN Company

the**collective**





Maestas & Belzer, 2020

Name of Athlete	School	Value
Madison Kocian	UCLA gymnast	\$466,000
Erica Fontaine	WVA gymnast	\$342,000
Kyla Ross	UCLA gymnast	\$323,000
Sabrina Ionescu	Oregon basketball	\$251,000

12 of top 25 college athletes on social media were female athletes

Maestas & Belzer, 2020

Estimated Yearly Endorsement Revenue



Image from AthleticDirectorU.com

Need for Outside Players Association (Staurowsky, 2014; 2016)

recommendations for administrators to ensure gender equity & Title IX compliance

- Comply with Title IX in the area of marketing & promotion (Title IX Athletics Policy Interpretation, 1979)
- Assess promotion efforts for men's and women's sports
 - Personnel assigned – full-time; part-time; intern or grad ass't
 - Workload for staff members
 - Type of promotion – billboards, radio & TV spots, print and digital ads, online
 - Coverage of men's and women's teams – home and away
- Increased scrutiny in terms of television contracts & how those are negotiated
- Third-parties – equitable treatment for female & male athletes (contracted through athletic department)
 - Education
 - Assessment
 - Performance

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