



SHUT UP AND DRIBBLE!

THE HARSH TRUTH ABOUT COLLEGIATE ATHLETICS

KALEB LARRY, *Philosophy and Religious Studies*
 Marsha Walden, *Dept. of University Advising & Student Transitions*

ABSTRACT:

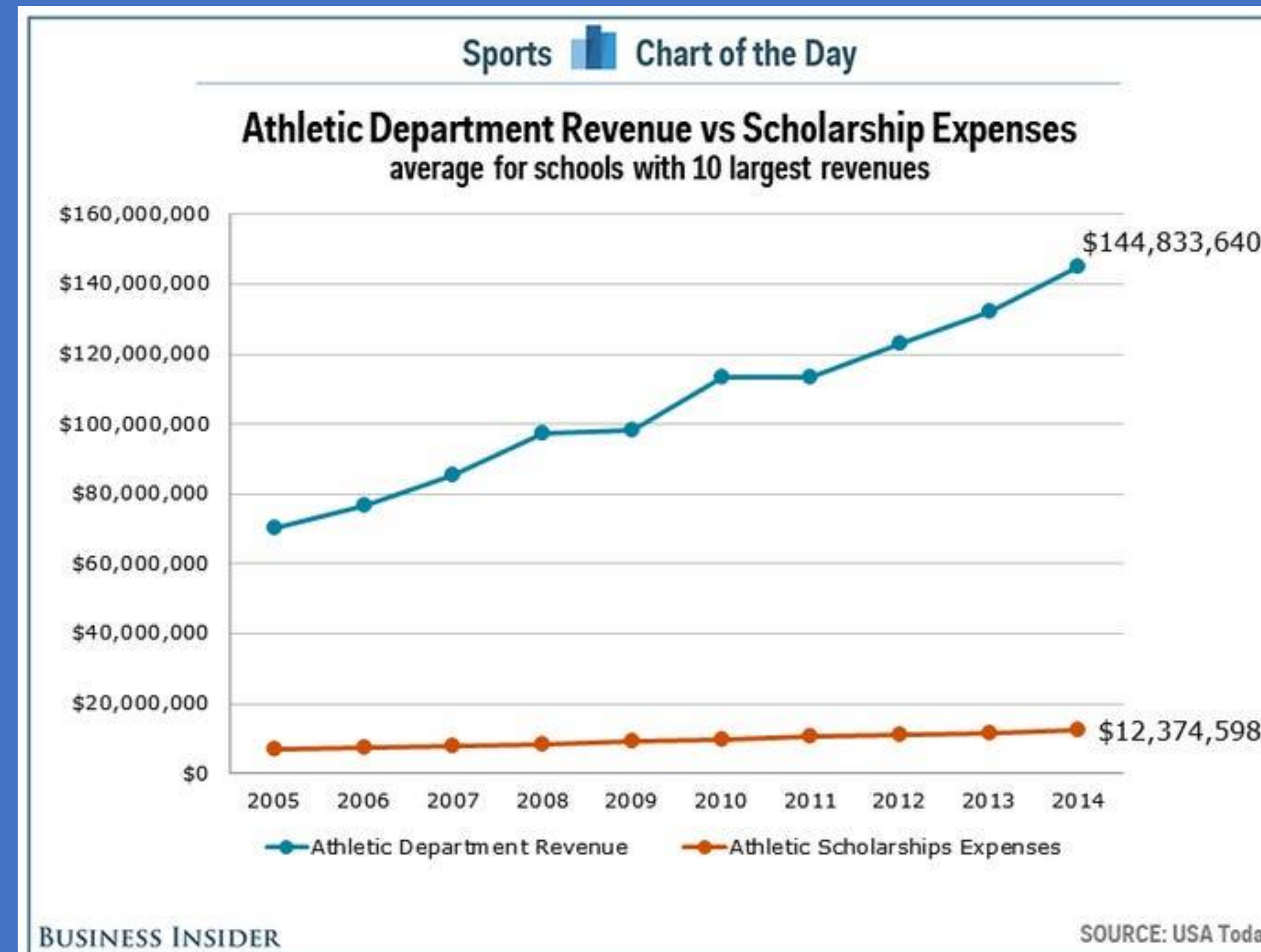
The NCAA was formed in 1906. It was previously known as the Intercollegiate Athletic Association (ICAA) of the United States. The goal was to guide students to the best possible institutions for their skill sets. Shortly after the ICAA organization was formed, universities started to give incentives for athletic participation by offering tuition discounts in hopes of persuading students to attend their schools. In 1952, scholarships for athletics became legal. Additionally, the NCAA implemented policies to protect students from “exploitation”, and to determine the manner and amount of money that could be given. As a result, the NCAA created regulations that it claimed were best for student-athletes. Critics of these regulations, however, claim that they keep amateur athletes from achieving the financial security necessary to complete their education while funneling all profits to the NCAA. This paper will examine the NCAA regulations and their impact on student athletes. Issues of student athlete poverty and NCAA profits will be examined in order to determine the legitimacy of these regulations. Finally, the paper will examine the recent move by the NCAA to allow student athletes to profit from the use of their images and how this fails to assist athletes that are not deemed “stars”.

SOURCES:

Allen, Rick. "NCAA ATHLETIC SCHOLARSHIPS AND FINANCIAL AID ISSUES." 2 JUNE 2018. NCAA.org. 26 NOVEMBER 2019. Dignan, Jennifer. "Should He Get Paid." *Scholastic Source* (2019): 27. Garcia, Alexis. *It's Time for the NCAA to Pay Student-Athletes*. 16 April 2014. 26 November 2019. Gerrie, Wes. "More than Just the Game: How Colleges and the NCAA are Violating their Student-Athletes' Rights of Publicity." *Texas Review of Entertainment & Sports Law* (2018): 20. Kathryn Kisska-Schulze, Adam Epstein. "'Show Me the Money' Analyzing the Potential state tax implications of paying student athletes." *Virginia Sports & Entertainment Law Journal* (2014): 49. Kitko, Nicholas. "The Law May Cave, But Economics will not: The Road to paying student athletes is longer than we think." *The University of Cincinnati Law Journal* (2017): 345. Myrdal, G. *An American dilemma: the Negro problem and modern democracy*. New York, NY: Harper, 1944. National Collegiate Athletic Association. <http://www.ncaa.org/student-athletes/future/scholarships>. n.d. 26 November 2019. Santos, Nate. "Gridiron Gridlock." *Ebony Journal* (2016): 91. Scott, Lisa M. "The NCAA's losing Battle: What Happens When Paying Student-Athletes Meets Title IX?." *Southern Illinois University Law Journal* (2017): 304. Winders, Amy. "Employing a Nation of Student Athletes." *Journal of Law & Education* (2019): 422.

INTRODUCTION:

NCAA generates profits from the use of athletes' names and likenesses, in addition to their multi-million-dollar television and marketing deals held by the NCAA and popular sports broadcasting networks like ESPN, or ABC. NCAA athletes have faced numerous hurdles over the past ten years, ultimately leading to *O'Bannon v. National Collegiate Athletic Association* (2015) in which the NCAA and its former athletes had conflicts due to an antitrust dispute (Kitko). Antitrust litigation is the most recent, though certainly not the final, chapter of a novel filled with athletes suing the NCAA for the appropriation of their names and likenesses. This issue became significant when the popular video game *NCAA Football* said that it would be ceasing operations and sales because both professional athletes and athletic activists felt that selling the game was undermining players because they were not able to financially benefit from their likeness. With this fight still going on, many people believe student-athletes "significantly" benefit from their athletic scholarships



Pictured is a graph highlighting the average revenue for sports by the 10 largest colleges in America. Versus the Scholarship expenses per school. There is a \$132,459,042 margin of profit after all scholarships are given out.

College Athletes

Should they be compensated?

- An average Division I college football player spends 43.4 hours per week on his sport.
- That's 3.3 hours more than the average American work week.
- This year, the University of Alabama reported \$143.3 million in athletic revenues.
- That's more than all 30 NHL teams and 25 of the 30 NBA teams.
- The NCAA currently produces nearly \$11 Billion in annual revenue.
- 1905: When the NCAA was first founded in 1905, the opposition to paying student-athletes was similar to the opposition to paying coaches.
- Jim Harbaugh, coach of Michigan Football, is paid over 9 million dollars annually.

View the Official NCAA Website at: www.ncaa.org



Undergraduate



Conclusion:

The "Fair Pay to Play" Bill will move forward the efforts to reform the system. The bill makes it clear that there are many ways that college athletics treat athletes unfairly. The bill is inviting as it provides incentive for reform, thereby applying pressure on the NCAA to reform their sanctions and discourage exploitation of players and institutions. It's a step in a positive direction, because it helps alleviate those elephants in the room such as players being paid to attend institutions, and all the other scandals that have taken place in the past years. Activists like NBA star LeBron James and entrepreneur Maverick Carter have expressed their gratitude for the bill in California and continue to advocate for change within the NCAA. There won't be an evident change in the next five years, but over the course of the next 10 to 15 years the athletes within the NCAA, as well as amateur sports generally, will substantially benefit from the changes being made. In the long term, sports in general can definitely benefit from this. It gives more people a chance to change their lives. College players may take getting an education more seriously if there is some kind of incentive that will be put in place for them that will allow them to continue their education. Educational attainment and a better standard of life for these athletes should be our goal.

Works Cited Allen, Rick. "NCAA ATHLETIC SCHOLARSHIPS AND FINANCIAL AID ISSUES." 2 JUNE 20