

Advanced LD Debate:
**The Economics and Values of
Amateur Status in Sports.**

Session 312: **Advanced Lincoln Douglas Debate: The Economics and Values of Amateur Status in Sports.** Amateur sports continue to become more professional with soaring Name Image Likeness income opportunities. This session will analyze important research surrounding the UIL Fall Debate topic area. Greg Rehmke, Economic Thinking.
ROOM UTC 4.110

BEFORE WE GET STARTED

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Session 312



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economicthinking
Understanding and Creating Prosperity


Session 312



Advanced LD Debate:

The Economics and Values of Amateur Status in Sports.

Amateur sports continue to become more professional with soaring Name Image Likeness income opportunities. This session will analyze the UIL Fall LD Debate resolution and important research surrounding the topic area. Greg Rehmke, Economic Thinking.



Chariots of Fire - Trailer

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Chariots of Fire (1981)

When most people think of this best picture winner about a pair of British runners at the 1924 Olympics, they tend to focus on one of two things: that it somehow unfairly managed to beat out *Reds* and *Raiders of the Lost Ark* for Oscar's top honor, and its indelible slow-motion, Vangelis-scored running-on-the-beach sequence. But *Chariots of Fire* has actually aged better than its reputation would have you believe. In fact, it remains a beautifully moving drama about the power of sport to overcome prejudice and lift the human spirit. It's time for the naysayers to give it a rewatch.

Cyndi Lauper – Money Changes Everything



Fredrikson
& BYRON, P.A.

**Maximizing Your Worth: Name,
Image and Likeness (NIL)
Rights in Amateur Athletics**

**Resolved: Amateur status ought to be
valued above commodification of
Name Image Likeness (Texas UIL LD)**

The *National Collegiate Athletic Association (NCAA)* is a “non-profit” organization which regulates the conduct of student-athletes, coaches, staff, administrators and other interested parties involved with more than 1,000 North American colleges and 100 conferences. ...

The NCAA obsessed over the idea of amateurism (i.e. that student athletes representing member schools were not professionals and therefore could not be financially compensated), arguing before the *Supreme Court* that people would no longer watch college sports if the athletes were permitted to be compensated.

For decades, the NCAA was content to only compensate student-athletes with college tuition and later cost of living expenses, while coaches’, administrators’ and NCAA coffers grew fat from billion-dollar broadcast deals....

In 2009, former UCLA basketball star *Ed O’Bannon* filed a federal lawsuit against the NCAA, arguing that Division I men’s basketball and football players should be compensated for the commercial use of their name, image and likeness (NIL) in mediums like the NCAA Basketball and NCAA Football video game franchises.

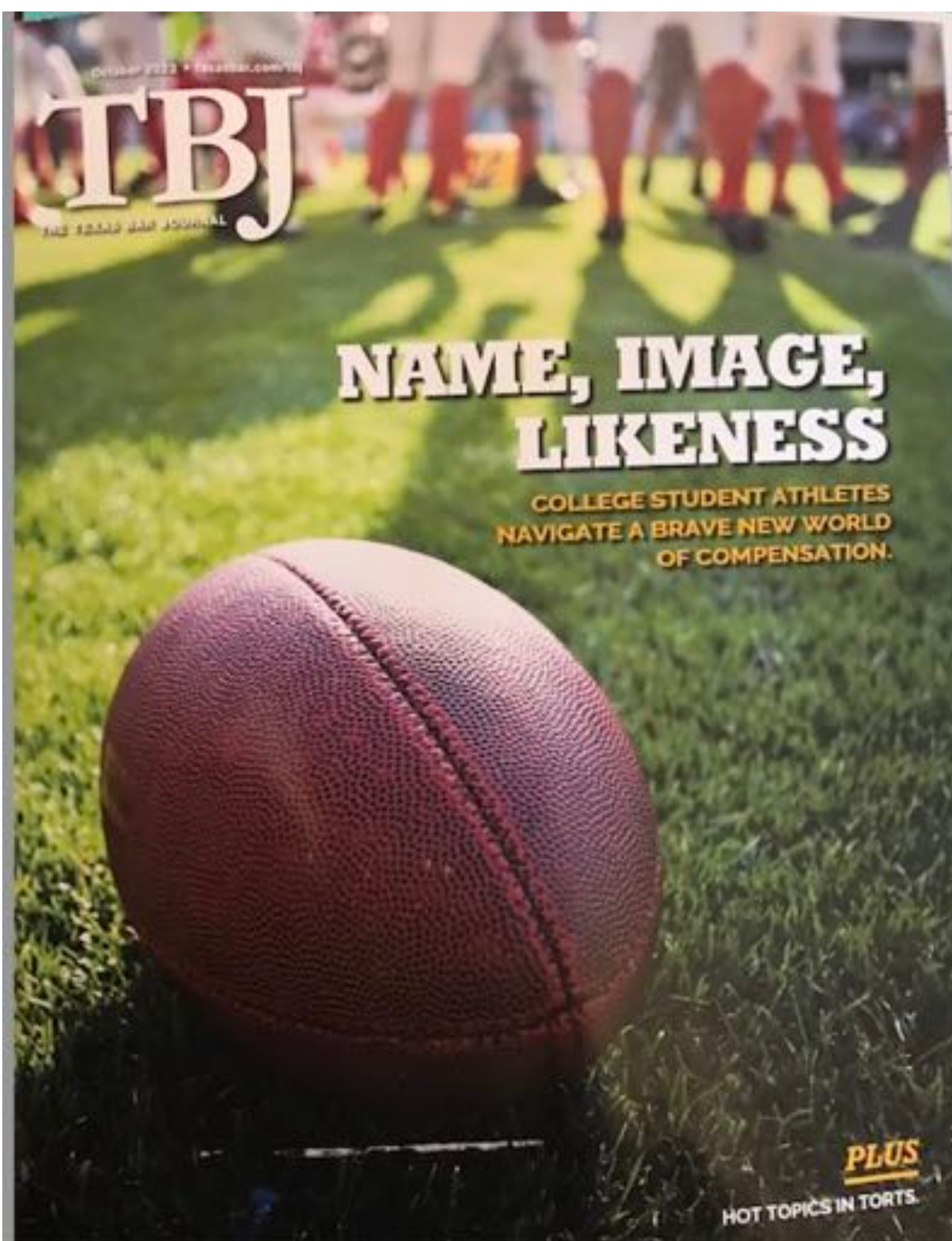
In 2015, the Ninth Circuit Court of Appeals ruled in favor of O’Bannon, finding that these NCAA amateurism rules violated the Sherman Antitrust Act. ... O’Bannon received a settlement from the video game manufacturer.

Karissa Niehoff, Executive Director of the National Federation of High School Associations (NFHS), used many of the same talking points that the NCAA's leadership used for decades in defending the organization's decision not to support a student-athlete owning their NIL rights.

She argued that high schoolers are not adults, that they would be distracted from the best next step for them if they engaged in NIL work, and that student-athletes should not be making money while wearing their uniforms.

Niehoff believes that high school students engaging in NIL contracts could compromise regulations and bylaws that were passed by 51 state associations preventing high school athletes from being paid.

On the NFHS website, Niehoff emphatically wrote: "Current high school student-athletes CANNOT earn money as a result of their connection to their high school team."



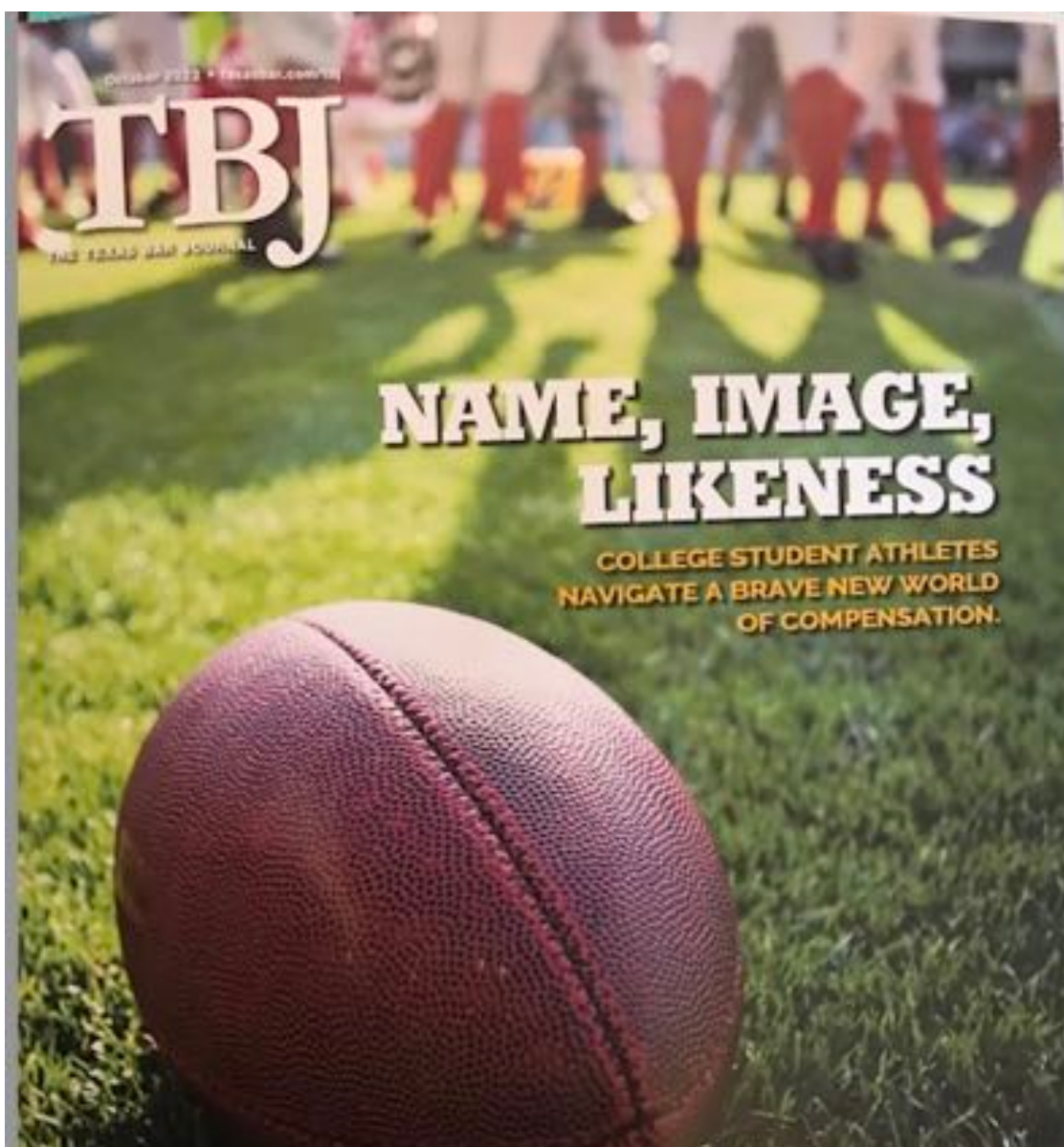
Texas Bar Journal October 2022

FRAME-BREAKING CHANGE

NAME, IMAGE, AND LIKENESS COMPENSATION FOR STUDENT ATHLETES

Written by Justin B. Jones





Texas Bar Journal October 2022

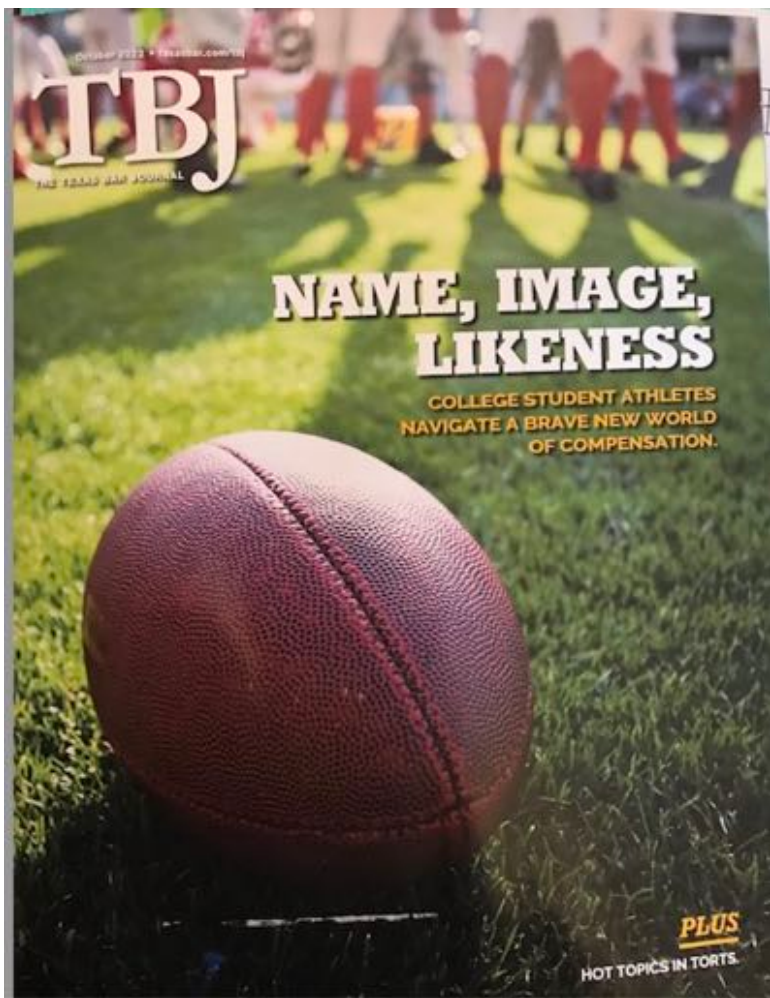
FRAME-BREAKING CHANGE

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- *On July 1, 2021, Senate Bill 1385 took effect amending the Texas Education Code to allow student athletes at Texas institutions to be compensated for their name, image, and likeness...*
- *As such, the education code now provides that a university in Texas cannot prevent a student athlete from earning compensation for the use of their name, image, and likeness when they are not engaged in official team activities.*
- *While framed in the negative, the student athlete can now earn compensation from their name, image, and likeness.*



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- *The new law creates a framework for approval of NIL contracts, prohibits recruiting relating to NIL, and creates a financial literacy and life skills workshop.*
- *[of] interest to the bar, the school cannot prevent an athlete from obtaining representation, including representation by an attorney. ...*
- *Bill analysis posits that the new law will not change the amateur nature of college athletics and will instead recognize the changing landscape of college athletics.*
- *Critics argue that NIL will challenge the amateurism distinction.*
- *Others worry that NIL could lead to inequities between teammates and further delineate large and small school collegiate athletics.*
- *...the new law opens NIL possibilities for student athletes. Federal preemption may eventually change the rules of the game, but for now, Texas student athletes can earn compensation for their NIL. TBJ*

FOOTBALL

Texas athletics generates \$200.7 million in revenue, \$22.1 million profit in 2019-20 fiscal year

Early portion of the pandemic brought down revenue totals in basketball, baseball, but Texas football covered that with \$105 million profit for 2019



Brian Davis
Hookem

Published 7:00 a.m. CT Jan. 29, 2021 | Updated 7:53 a.m. CT Jan. 29, 2021

The Case Against High-School Sports

The United States routinely spends more tax dollars per high-school athlete than per high-school math student—unlike most countries worldwide. And we wonder why we lag in international education rankings?

By Amanda Ripley

A
The Atlantic

Cyndi Lauper – Money Changes Everything



\$70 million Dallas high school football stadium opens, but it's not the most expensive one

Fernando Ramirez, Houston Chronicle

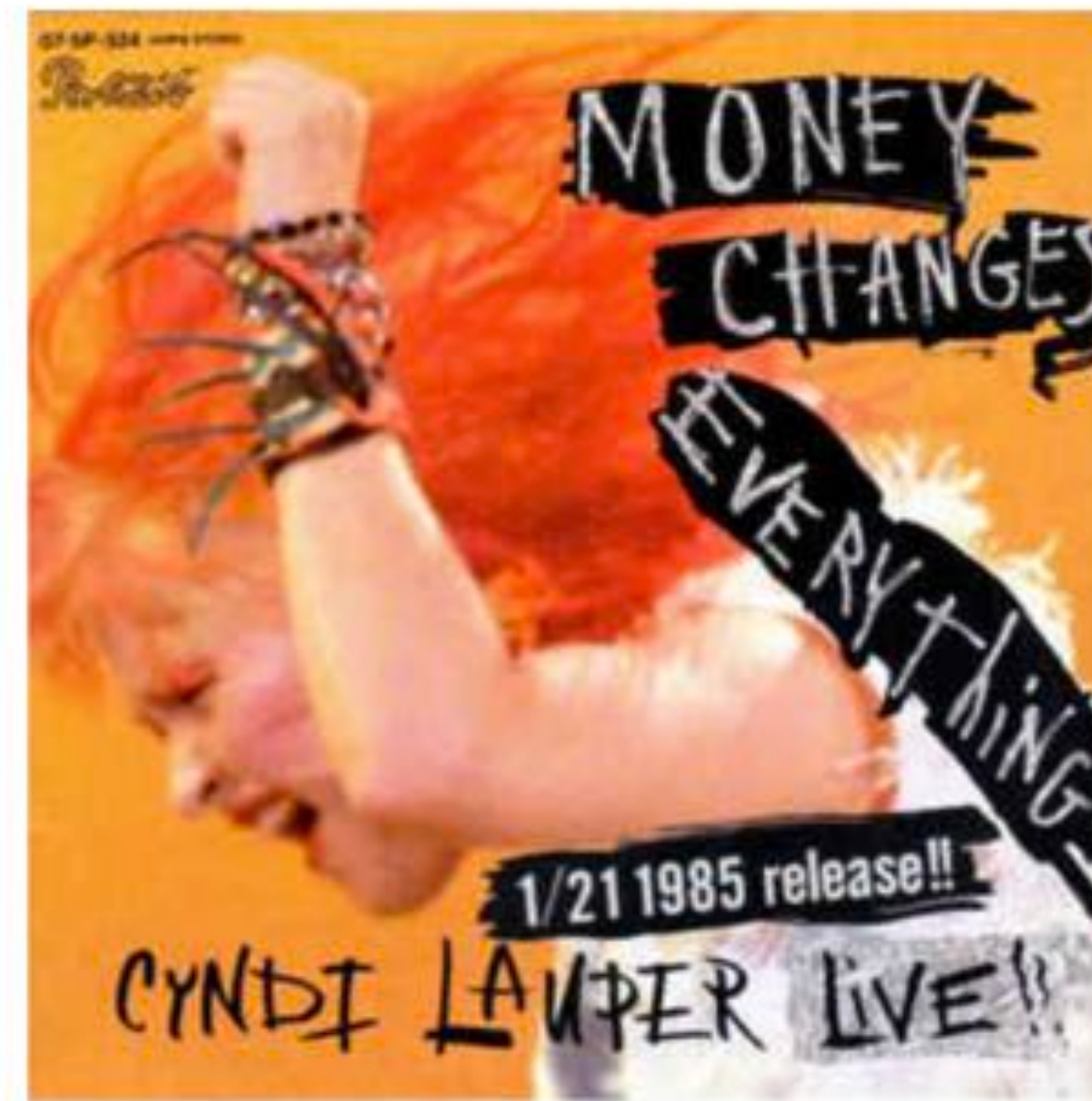
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Resolved: Amateur status ought to be valued above commodification of Name Image Likeness (Texas UIL LD)

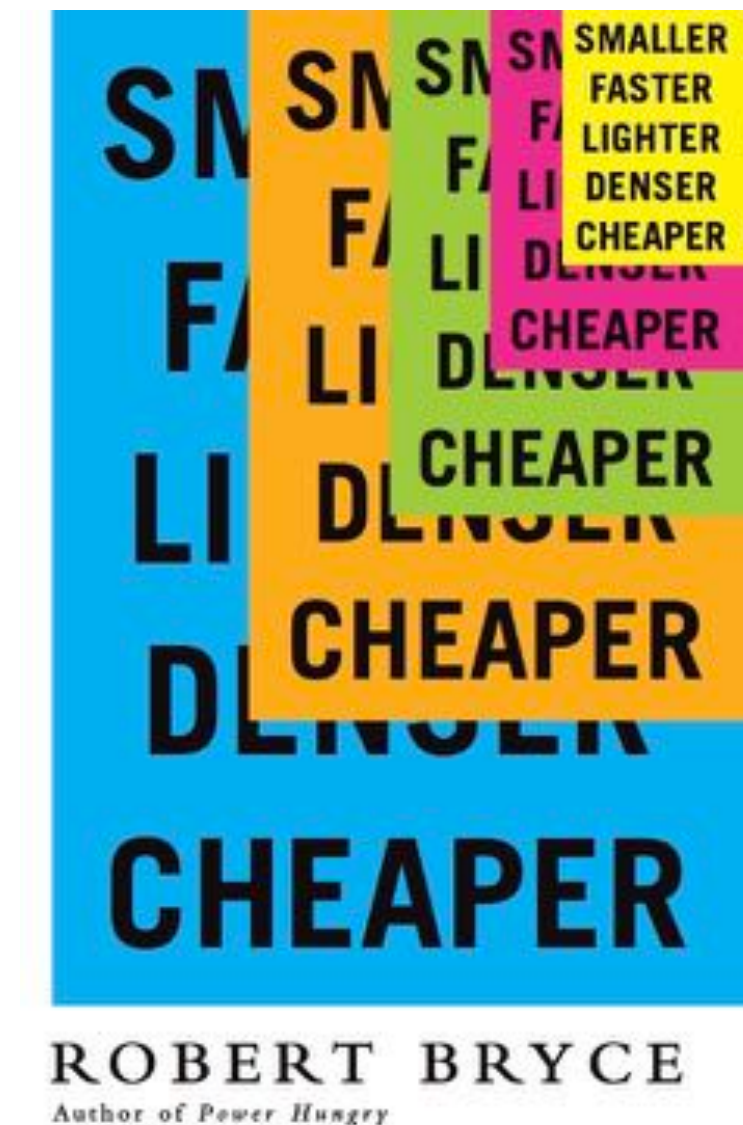
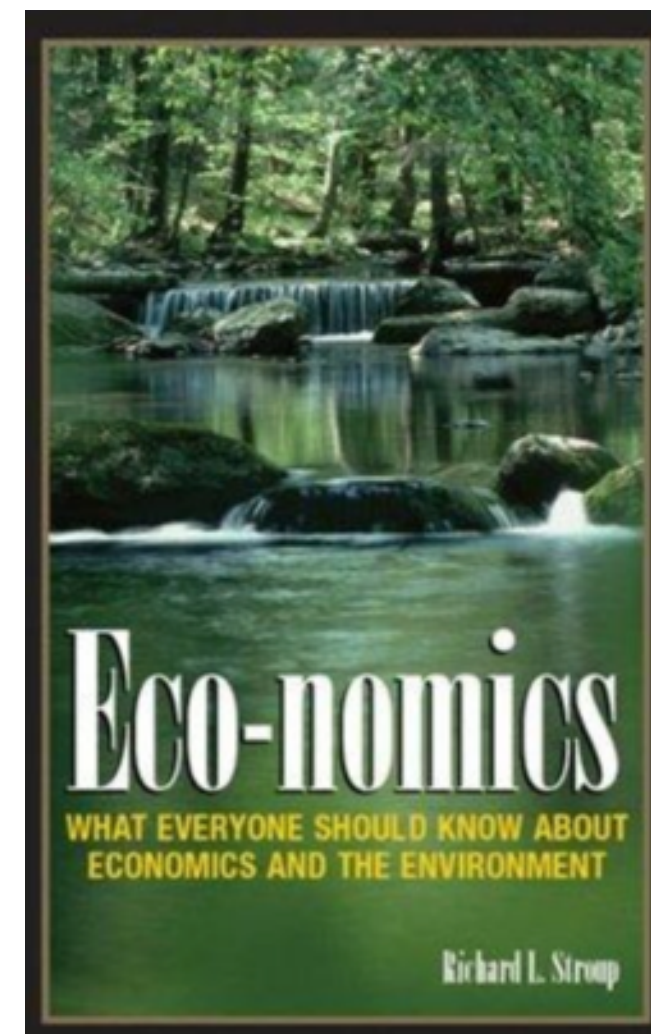
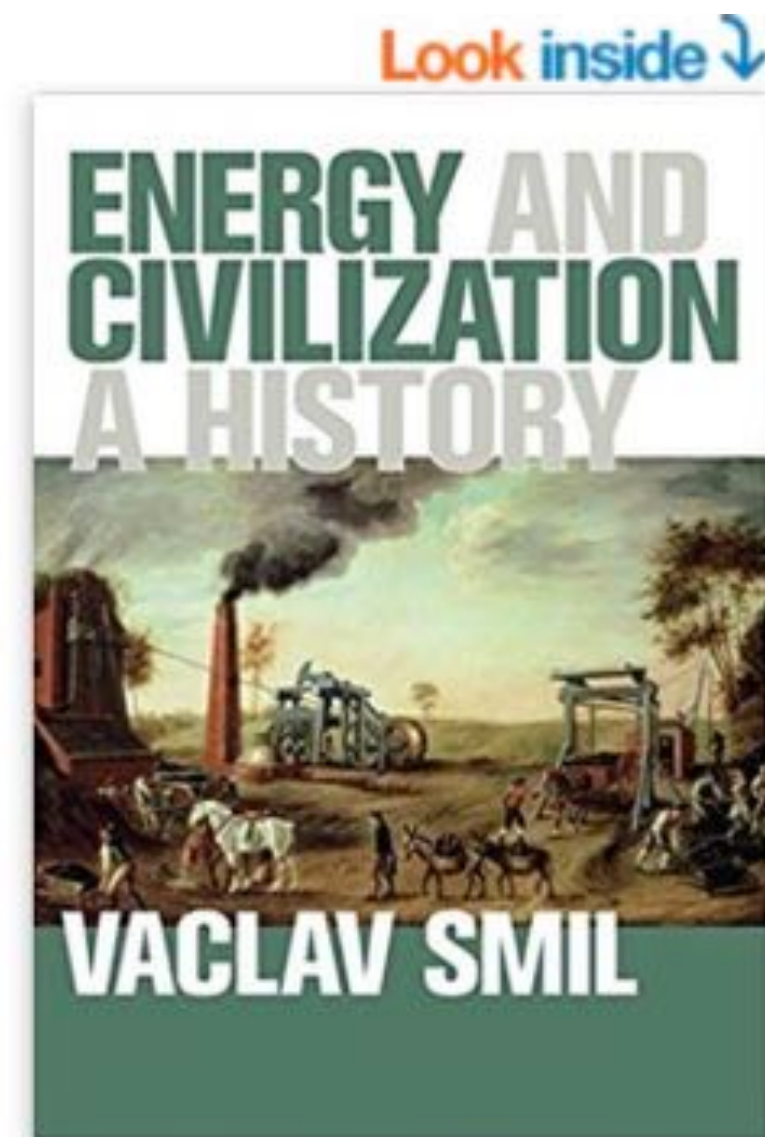
- Not just sports and athletes for money debates: natural resource extraction and environmental protection. Value for wealth extraction, or for wilderness?
- Value of sports for wealth extraction, or for enjoyment/entertainment/personal development?

Cyndi Lauper – Money Changes Everything



Fall 2021 LD Debate Topic

Resolved: When in conflict, environmental protection ought to take precedence over natural resource extraction.



Environmental Protection & Natural Resource Extraction

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Fall 2021 LD Debate Topic

Resolved: When in conflict, environmental protection ought to take precedence over natural resource extraction.

www.uiltexas.org/academics/student-acivities/uta-2021

Natural Resource and Environmental Values

Fall 2021 LD Debate Topic

Resolved: When in conflict, environmental protection ought to take precedence over natural resource extraction.

- *Environmental protection*
- ***Natural resource extraction***
- *When in conflict, take precedence*
- ***2022 LD: Ought to be valued above***
- *Amateur status ought to be valued above commodification of Name Image Likeness*

Coal mining, oil and gas drilling, hydraulic fracturing. Lithium, cobalt mining for *batteries*

Extracting value from student athletes? Cable & ticket sales, recruiting, alumni support...

Amateur status ought to be valued above commodification...

Resolved: Amateur status ought to be valued above commodification of Name Image Likeness (Texas UIL LD)

- *Amateur status*
- ***commodification*** extraction
- *Valued above...*
- *Natural rights vs. utilitarianism*

“Mining” value
of *Name Image Likeness*

**Liberalism, Values &
Lincoln-Douglas Debate**

Essays on Lincoln-Douglas debate
from eight years of Econ Update &
the LD/Extemp Monthly.



BUSINESS | COMMUNITY NEWS | EDUCATION

Final Work Finishing on BHUSD Oil Well Project

“Work is now in progress to address minor leaks on the two wells previously identified to require additional plugging work. This additional plugging work is anticipated to be completed by December 2020,” Beverly Hills Director of Public Works Shana Epstein told the Courier.

BY BIANCA HEYWARD NOVEMBER 23, 2020



- *For years, the energy company, Venoco Inc. operated under a \$1.1 million annual lease with the Beverly Hills Unified School District (BHUSD) and the City, for the extraction of roughly 300 barrels worth of oil a day.*
- *The lease stated that the responsibility of cleaning up the site fell to Venoco. However, after ceasing all oil and gas extraction from the site on Dec. 31, 2016, the company filed for bankruptcy in April of 2017, informing the District and City...of vacating the premises.*
- *After a bankruptcy judge ruled that Venoco had no further responsibilities related to the oil sites, the City and BHUSD were tasked with the monitoring and plugging of the remaining wells.*

Audubon Society considers allowing oil and gas drilling at sanctuary in Vermilion Parish

Jen DeGregorio JAN 4, 2010 - 3:00 AM 6 min to read

- The National Audubon Society's Paul J. Rainey Sanctuary, a 26,000-acre rest stop for thousands of birds migrating south for winter, is one of Louisiana's best-kept wetlands.
- ...Audubon is considering a measure that would have been unthinkable just a few years ago: opening the sanctuary to oil and gas drilling. Profits would be used to pay for marsh restoration, multimillion-dollar land-building projects that Audubon cannot now afford.

When in conflict

Paul J. Rainey Wildlife Sanctuary

The National Audubon Society has owned the 26,000-acre Paul J. Rainey Wildlife Sanctuary in southwest Louisiana since 1924.

Paul J. Rainey Wildlife Sanctuary Photo: Karen Westphal, Audubon Louisiana



www.nola.com/news/business/article_019e3b9f-aab0-50c1-bb1c-5763fb672b1c.html

Faith, Family and Flourishing

- *Human flourishing, what Aristotle called eudaimonism*
- *Edmund Phelps of Columbia University, Nobel Laureate in economics...argues that human flourishing requires challenges, struggles, and success and goes beyond material prosperity.*
- *The good news: life is full of challenges! (Access to energy is one.)*
- *Nature and society offer rich gifts for every person and family, but also provide obstacles, temptations, and occasional disasters...*

Eudaimonism (or Eudaemonism or Eudaimonia) is a moral philosophy that defines right action as that which leads to the "well-being" of the individual, thus holding "well-being" as having essential value.

Eudaimonism - By Branch / Doctrine - The Basics of Philosophy
www.philosophybasics.com/branch_eudaimonism.html

"Now such a thing happiness [*eudaimonia*], above all else, is held to be; for this we choose always for itself and never for the sake of something else, but honor, pleasure, reason, and every excellence we choose indeed for themselves (for if nothing resulted from them we should still choose each of them), but we choose them also for the sake of happiness, judging that through them we shall be happy. Happiness, on the other hand, no one chooses for the sake of these, nor, in general, for anything other than itself."

--Aristotle, *Nicomachean Ethics*, bk. 1, chap. 7, 1097a27-1097b7.