



PO Box 6917
Norco, CA 92860

951-898-0985
info@ncpanow.org
www.ncpanow.org
Twitter: @NCPANOW
Facebook: facebook.com/NCPANOW

TESTIMONY IN SUPPORT OF SB 5 Senate Rules Committee

Submitted April 5, 2021

Good afternoon, my name is Ramogi Huma and I'm the Executive Director of the NCPA, the National College Players Association. The NCPA has been a primary advocate in Congress and for over a dozen states that have adopted or are pursuing name, image, and likeness legislation. First, I'd like to thank Chairman Wagner and members of the committee for allowing me to testify today. The NCPA is in full support of Senate Bill 5.

College sports is a \$15 billion per year *commercial* industry where multibillion-dollar TV revenues fuel multimillion-dollar salaries for coaches, administrators, and commissioners. The NCAA's Basketball Tournament alone generates over \$1 billion per year, and apparel companies are paying colleges millions of dollars to *require* players to serve as walking billboards to advertise their logos and products. Meanwhile, the NCAA denies players 3rd party name, image, and likeness compensation *claiming* it's to protect college athletes from the forces of commercialization.

There are a few provisions in this bill I'd like to highlight. First, it's important that this bill become effective on July 1st. Any delay in implementation will maintain serious economic harm on countless Oregon college athletes, many of whom are Black athletes from low-income backgrounds. There are also many female college athletes who experts say would benefit tremendously from these freedoms.

The NCAA announced in 2019 that it would adopt rules to allow name, image, and likeness payments. Though it went back on this promise to its athletes and lawmakers, there is no legitimate excuse for the schools to claim they need more time to prepare for changes they knew were coming over a year ago.

It's notable that the NAIA, a college athletic association similar to the NCAA with 77,000 college athletes and whose colleges typically have much smaller budgets and staff, proactively adopted name, image, and likeness freedoms for its athletes last fall. It's also notable that 7 states including California have already adopted similar legislation and several other name, image, and likeness bills are sitting on the governors' desks in Georgia, Mississippi, and New Mexico.

Another important provision in SB 5 is ensuring that college athletes' representation is independent from the colleges' representation. Otherwise, coaches and colleges could easily pressure their athletes into securing representation that prioritizes the colleges' interests over the players' interests.

I'd also like to highlight the importance of allowing college athletes to receive food, shelter, or insurance from any 3rd party – without requiring a name, image, and likeness deal. A survey published last year revealed that in Division I, almost ¼ of college athletes had experienced food insecurity in the prior 30 days and about 14% experienced homelessness in the previous year.

Additionally, college athletes' parents typically foot the bill for athletes' medical insurance despite the fact that their college sport is the biggest risk to their health. These are human rights we're talking about and eliminating rules that stand in the way of human decency is long overdue.

Oregon's college athletes deserve the economic freedoms making their way to athletes in other states. To conclude, Oregon's college athletes need their state lawmakers to act strongly and decisively on their behalf by voting yes on Senate Bill 5. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Ramogi Huma". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Ramogi Huma
NCPA Executive Director