

Representative Zach Hudson, Chair
House Committee on Higher Education and Workforce Development

RE: Support of HB 3694 updating Oregon's Name, Image, and Likeness Statutes

Chair Hudson and members of the Committee,

My name is Jade Carey, and I am a student athlete at Oregon State University. Thank you for the opportunity to testify in support of HB 3694, which is important to a line Oregon's Name, Image, and Likeness (NIL) laws with current litigation and the House Settlement.

NIL opportunities provide a platform for student-athletes to build their personal brand, engage with fans, and develop skills in areas like marketing, business management, and public relations, which can be valuable for future careers, both in and out of sports. NIL also helps level the playing field for athletes in non-revenue sports, like gymnastics, who many times do not have the same opportunities as those in football and basketball.

NIL opportunities have allowed me to pursue my education and compete with my collegiate team while still building a brand post Olympics. Previously, Olympic athletes like myself would have had to choose between being student athlete and building business opportunities. You may have seen that in honor of Women's History Month Mattel released NIL Barbies of my Olympic teammate and current student athlete, Jordan Chiles and me. This was only possible because of NIL laws like Oregon's.

The most significant item included in HB 3694 is allowing institutions to share revenue with student-athletes, which is currently prohibited.

There are many bad actors and untrustworthy individuals trying to take advantage of student-athletes within the current NIL environment. Allowing Oregon institutions to provide direct compensation to student-athletes for the use of their NIL is advantageous for student-athletes as it reduces the dependency on third parties that may not prioritize the best interests of the student-athletes.

Student-athletes should be able to develop mutually-beneficial agreements with their institutions that utilize their respective platforms (e.g. fans of the school and social media followers of the student-athlete) that help both entities generate more revenue.

Student-athletes should be able to take advantage of the unique value they have during their time on campus and this amendment is needed so that they can earn their market value in a legitimate and reputable way.

Oregon schools currently can compensate non-student-athletes on their campuses for their special talents, this would create a similar opportunity for student-athletes.

Thank you for the opportunity to provide comments in support of HB 3694.

