



Unfair Actions Of The NCAA

*An uneven distribution of benefits
generated by student-athletes across the
country*

By Model Student

- <http://www.youtube.com/watch?v=WJtk4akaEME>

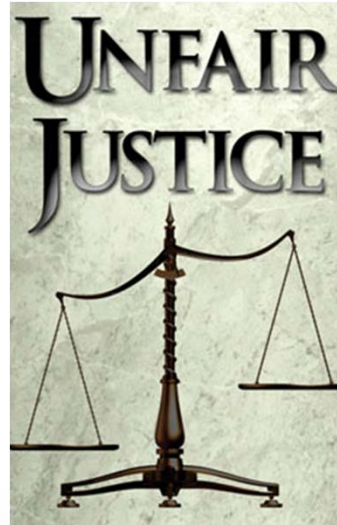
What is the NCAA?



- The National Collegiate Athletic Association (NCAA) is comprised of 1,281 institutions, conferences, organizations and individuals.
- It organizes the athletic programs of these colleges and universities across the USA and Canada with a headquarters in Indianapolis, Indiana.

My Thesis

While institutions of the NCAA and those that hold administrative positions with those institutions collect an array of benefits such as money and exposure to the public eye through their athletics, the athletes that generate the majority of these benefits are not given a fair amount of the rewards they produce.



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Financial Side of the NCAA



- The NCAA brought in \$757 million in TV and marketing rights fees, championship revenues, and other services in 2010-2011.
- Nearly \$900 million in revenues were generated by the six Bowl Championship Series Conferences in the fiscal year that ended on June 30, 2008, including the SEC, Big 12, Big Ten, Pac-10, ACC, and the Big East.



Coaching Salaries



- A significant amount of the revenue is being paid to coaches with huge contracts
- University of Texas head coach, Mack Brown, enjoys a contract with annual payments of \$5 million
- UGA head coach, Mark Richt, is receiving \$2.81 million annually and is currently negotiating a contract extension with the institution for an extension through 2016.

Unfair Benefits

University officials and coaches receive unbelievable salaries while the student-athletes that generate the cash for these salaries are taken advantage of.



“Only one group of persons is denied the full financial fruit of the bountiful enterprise known as college sports --- the players themselves.”

**-Robert A. McCormick, Amy Christian
McCormick**



Washington Law Review

Academic Demands As Well As Athletic Demands



- Though student-athletes are given a hefty scholarship that may even be a full-ride to their institution, they still need money for living expenses
- There is no time for a job like normal students
- The athletes may spend 40 hours a week or more on their sport balancing academic responsibilities as well.

Strict Punishment



- Former UGA wide receiver, A.J. Greene, was suspended for four games of the 2010 season for selling his Independence Bowl jersey for \$1000 while UGA received a \$1,100,000 payout from the Independence Bowl, is this fair?

Typical College Dorm Room



Nick Saban's Georgia Home On Lake Burton

NCAA Attempts To Even The Playing Field



NCAA President, Mark Emmert, is a forerunner for the push for student-athlete stipends.

- The NCAA passed a \$2000 stipend for its athletes' cost of living and the abolishment of year-to-year renewal scholarships in October of 2011.

Stipend Proposal Was Shot Down



- The NCAA's proposal was overridden by 160 schools.
- The schools' override decisions highlight the disregard for the funds generated by their student-athletes
- However, NCAA President, Mark Emmert, insists it will eventually pass

State of Research

I have basically completed my research on the benefits the student-athletes provide for the institutions. However, I still need to research more on the stipend proposal as it is currently pending.