



AB 609 – The College Athlete Race and Gender Equality Act

IN BRIEF

AB 609 will ensure racial and gender equity in college sports without eliminating nonrevenue sports by targeting rampant excess expenditures.

BACKGROUND & PROBLEM

The College sports industrial complex is a multibillion dollar machine. It has transcended partisan divisions and cultural differences to unite millions of Americans. However, college sports have also come to reflect many of the racial and gender inequalities that permeate everyday life in America—where systems fail to protect those under the charge of others, where hard-working, ordinary Americans are blocked from sharing in the profits they help create, and where systemic and structural racism disadvantage and exploit people of color.

According to Ohio State Professor Chris Knoester, Black males make up less than 5 percent of the undergraduate population in U.S. colleges and universities, but about 55 percent of the participants in NCAA Division I men's basketball and football.

In 2018, according to the U.S. Department of Education, college sports generated over [\\$14.8 billion dollars in revenue](#). This flourishing business model lines the pockets of predominantly white executives all while many Black college athletes can't profit from their labor. The NCAA collegiate sports industrial complex does more to advance the financial interests of broadcasters, coaches, apparel companies, and athletic departments than it does for the college-athletes who provide the product from which everyone else profits.

The NCAA is non-profit institution that is [exempt from federal and state income taxes](#) under the provisions of the Internal Revenue Code and California Revenue and Taxation Code. In 2019, the NCAA generated \$1.12 billion in revenue which was mainly generated by advertising payments from its men's basketball tournament. The NCAA is an exploitative, and, in reality, for-profit industry that takes advantage of college athletes. These college athletes are unable to reap the true remuneration of their athletic ability and notoriety while the NCAA and college benefits.

The NCAA likes to create an illusion that a full-ride scholarship for a college athlete's education is fair and adequate compensation.

Routinely, broadcasting corporations profit off a college-athlete's skill and name. Sports entertainment and news shows will replay their highlights and market them to generate higher ratings which ultimately equate to increased advertising revenues without ever having to pay the athlete.

The commercialism of college sports has made a lot of money for a lot of people. Yet, college athletes provide the product that has fueled this industry, athletes see a fraction of the revenues they generate while continuing to face severe penalties for failing to abide by NCAA rules that restrict any meaningful participation in that industry. When athletic programs do not have to share revenue in a fair way with the athletes, it frees them up to direct money into salaries or facilities.

SOLUTION

AB 609 is about fairness and justice in college athletics. College athletes deserve to receive fair compensation for their work. This bill will set important guidelines to ensure our athletes are fairly compensated and not exploited. AB 609 is the next step to ensure fairness, justice and access to the full opportunities college athletes earn. This bill will accomplish the following:

1. Provides name, image, and likeness royalty distribution to ensure athletes in predominantly Black college sports receive their fair market value, just like athletes in predominantly White sports.
2. Establishes state enforcement of Title IX.
3. Preserves athletes' athletic and educational opportunities.

SPONSOR

National College Players Association

FOR MORE INFORMATION

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