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Prepare for Potential Impact of NCAA President's Viewpoints on NIL

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Shortly after Charlie Baker took the helm in March as the sixth President of the NCAA, he embarked on a public relations tour, talking all things NCAA and name, image, and likeness. Taking a closer look at his public comments can help shed light on Baker, a relative newcomer to the world of intercollegiate athletics, and help college athletics administrators prepare for how his viewpoints may impact the NCAA's NIL policies and directives.

Read the full article on *College Athletics and the Law*.

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