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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.

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