# 🎙️ AI-Powered Podcast Summary

## 🎧 Suggested Episode Titles

- 1. "Are College Promises Worthless? The Knowledge Bar Dives into NIL

- 2. "What Cocktails and Controversies Await at The Knowledge Bar?

- 3. "Is Name, Image, and Likeness Changing College Sports Forever?

- 4. "Drinking, Debates, and Billionaires: Inside The Knowledge Bar

- 5. "What's Got You Excited or Concerned this Week? The Knowledge Bar Discusses

## 🎬 Selected Podcast Clips (with Detailed Scores)

🎬 \*\*Clip 1:\*\* [61:54 - 62:12]

🗣 \*\*Transcript:\*\* We want to have you here and we want to keep doing this for you in the best way that we can. You can also find all of the information, including the cocktail recipes from earlier at theknowledge .bar. We hope that you join us for our next episode. We want to send a special thank you to Ethan for editing and producing our content.

📊 \*\*Scoring Breakdown:\*\*

- ⭐ \*\*Final Score:\*\* 23.31

- 🧠 \*\*Sentiment Score:\*\* 3.39

- 🔑 \*\*Keyword Score:\*\* 11

- 📊 \*\*Stats & Figures Score:\*\* 0

- 🏢 \*\*NLP Relevance Score:\*\* 8.48

- 📏 \*\*Length Bonus:\*\* 0.43

📢 \*\*Hashtags:\*\* #TKB, #TheKnowledgeBar, #CollegeSports, #NameImageLikeness, #SportsBiz, #PodcastDiscussion, #AthleteEmpowerment, #StudentAthletes, #SportingRights, #TrendingTopics

🎬 \*\*Clip 2:\*\* [18:31 - 18:58]

🗣 \*\*Transcript:\*\* We get into the season and it becomes clear to him that he's not going to get that money, so he stops playing and that got my gears turning. How did this even happen? How is it that students, 19, 20 year olds are changing their lives on promises of big, big dollar figures that they can't enforce?

📊 \*\*Scoring Breakdown:\*\*

- ⭐ \*\*Final Score:\*\* 21.57

- 🧠 \*\*Sentiment Score:\*\* 0.33

- 🔑 \*\*Keyword Score:\*\* 4

- 📊 \*\*Stats & Figures Score:\*\* 4

- 🏢 \*\*NLP Relevance Score:\*\* 8.85

- 📏 \*\*Length Bonus:\*\* 0.39

📢 \*\*Hashtags:\*\* #NameImageLikeness, #CollegeSports, #StudentAthletes, #NIL, #BigMoneyPromises, #SportsPodcast, #TKB, #TheKnowledgeBar, #CollegeAthletes, #EngageWithUs

🎬 \*\*Clip 3:\*\* [46:32 - 47:04]

🗣 \*\*Transcript:\*\* Is it college athletics? Is it college football? No, college athletics because college basketball gets caught up into this too, right? Both men's and women's marshmallows. There's so much money that it is not you just can't make the argument with a straight face that a full tuition scholarship, like roughly 60 to 80 thousand dollars at any of these schools is fair market value for the hundreds of millions of dollars of revenue that they bring in.

📊 \*\*Scoring Breakdown:\*\*

- ⭐ \*\*Final Score:\*\* 21.13

- 🧠 \*\*Sentiment Score:\*\* 2.73

- 🔑 \*\*Keyword Score:\*\* 1

- 📊 \*\*Stats & Figures Score:\*\* 4

- 🏢 \*\*NLP Relevance Score:\*\* 8.88

- 📏 \*\*Length Bonus:\*\* 0.52

📢 \*\*Hashtags:\*\* #NCAA, #NameImageLikeness, #CollegeSports, #Athletics, #CollegeBasketball, #FairPay, #RevenueSharing, #StudentAthletes, #TKB, #TheKnowledgeBar

🎬 \*\*Clip 4:\*\* [40:16 - 40:48]

🗣 \*\*Transcript:\*\* OK, we're talking about the Texas, the Alabama, the Georgia, Alabama, Louisiana, Michigan, Wisconsin, any big 10 or SEC school, whatever state has a big 10 or SEC school, instead of those states thinking, oh, I'm going to protect the states, it's instead like I'm going to pass laws to make it really, really easy to recruit the best athletes to my football or basketball program.

📊 \*\*Scoring Breakdown:\*\*

- ⭐ \*\*Final Score:\*\* 20.79

- 🧠 \*\*Sentiment Score:\*\* 2.48

- 🔑 \*\*Keyword Score:\*\* 3

- 📊 \*\*Stats & Figures Score:\*\* 4

- 🏢 \*\*NLP Relevance Score:\*\* 8.87

- 📏 \*\*Length Bonus:\*\* 0.44

📢 \*\*Hashtags:\*\* #NILinCollegeSports, #CollegeAthletes, #RecruitingGame, #NameImageLikeness, #Big10, #SEC, #ProtectingStates, #PlayerRecruitment, #TKB, #TheKnowledgeBar

🎬 \*\*Clip 5:\*\* [6:06 - 6:25]

🗣 \*\*Transcript:\*\* She's got she's got some great vocals. I'm excited for myself. I'm excited for you. I'm excited for everybody. And when I'm looking to their music, I don't expect to leave any other way, but Jack go. How does she how does she compare to you? Should save that for the millennial nostalgia episode.

📊 \*\*Scoring Breakdown:\*\*

- ⭐ \*\*Final Score:\*\* 16.57

- 🧠 \*\*Sentiment Score:\*\* 3.60

- 🔑 \*\*Keyword Score:\*\* 2

- 📊 \*\*Stats & Figures Score:\*\* 0

- 🏢 \*\*NLP Relevance Score:\*\* 8.61

- 📏 \*\*Length Bonus:\*\* 0.36

📢 \*\*Hashtags:\*\* #TKB, #TheKnowledgeBar, #CollegeSports, #NameImageLikeness, #SportsPodcast, #Vocals, #MusicComparison, #MillennialNostalgia, #Excited, #TrendingHashtag

## 🔍 SEO-Friendly Tags

podcast, interviews, storytelling, trending, discussions, expert insights, podcast marketing, name image likeness, college sports, NIL rules, cocktail recipes, bourbon cocktails, craft beer, Arbor Brewing Company, podcast feedback, Linkin Park reunion, album release, music news

## 📜 Full Podcast Transcript

The bad thing is when students are promised money and then take actions in reliance on those promises, and they have no recourse when those promises aren't kept, when promises are broken like Matt Sluka. Welcome to The Knowledge Bar where 4 friends pour drinks and think. I'm Alex, I'm Ethan, I'm Patrick, and I'm Chris. Today on The Knowledge Bar, we're going to dive into the topic of name, image, and likeness. For many people, the thing known as NIL has taken hold of the world of college sports, so many of us as casual observers don't even know what the rules or the lack thereof may do, but it's going to be felt for years to come. So, we're going to get into that, but before we do, we've got a full show for you today. As you all know, we started The Knowledge Bar because our unlikely group of friends loves to get together, share a drink, and learn about the things we love just like this. Fellas, how are we doing today? We're doing well, we're doing well. I think we're excited. I'm drunk, bro. What's the name of the answer? That's set number two. I'm just putting that out there. And this is the moment in the show where we would like to remind our listeners to please drink responsibly. And we want to make sure that you know that we do not believe that it's necessary to have a drink to enjoy your friends, but we do love to get together for a cocktail and have a great conversation. That's good help. So, gentlemen, let's jump into the first segment for the day. Our first segment, as you always know, is going to be called What Are You Drinking? So, we're going to be going around telling you what we've got in the glass tonight. Patrick, what are you drinking? Yeah, absolutely. In episode one, I sat on the simple man, and I'm keeping that theme. I have in the glass the Barkstown Origin series. Just poured neat. I'm really excited about it. Delicious. And yeah, I'm just excited to. Which Origin series you got there, Pat? Let me hand this over to you. Oh, you got that high wheat. Yeah. High wheat. Yeah. Do you feel good about it? Oh, I feel good about it. I feel great about it. I bet you do. What about you, Chris? What do you got going? I got a riff off of a revolver. A revolver is a bourbon-based cocktail, bourbon and coffee liqueur. This one has rum, and I think it's really tasty. It's rum, coffee liqueur, a little bit of orgeat. So, I'm going to call it the noisy cricket. Thank you, Ethan, for the recommendation on that name. It's pretty tasty. Awesome. Awesome. Thanks, Chris. And as a reminder, we'll always put the cocktail recipes or recipes for specialty drinks. There will always be included at theknowledge.bar. So if you ever want to check one of those things out, you can. Ethan, what's in the... What are we drinking? I am drinking another beer from Arbor Brewing Company that I went and picked up today. Holiday bake sale. It's a double milk stout. It's really drinkable. Got some nice spice to it. Very cookie, big fan. Really enjoying it so far. Awesome. Awesome. Ethan, a big fan of the Arbor Brewing Company. For those folks that aren't local to us, I do have to say though, ABC puts out a great lineup. They put that stuff. And their seasonals are off the hook. All right. And everybody, as far as what's in my glass, today I'm drinking a cocktail called a billionaire. The billionaire is a bourbon cocktail, bourbon, lemon juice, a little bit of grenadine and a little hint of absinthe. Gives it this really nice kick on the back. So yeah, dude, get yourself a little sip of that right there. But gives you this really nice subtle absinthe kick for those folks out there who maybe are not absinthe drinkers because it gives you that black licorice flavor. I am personally not a huge lover of black licorice, but it just gives this little pop. But I love this cocktail, really wonderful. Again, recipes will all be included at the knowledge.bar. You can find that in the show notes. Before we jump in and we get talking, we do want to remind you to please subscribe. Make sure that you follow us, rate our podcast, give us some comments and feedback on what we're doing well and what kind of topics that you want to hear about. Back feedback feedback. Absolutely. But now that we've all settled in with a drink and we're all ready to go, let's jump into our first big segment, which is our weekly segment called what's got you. And as you all may remember out there, our what's got you segment is where we zero in on one topic that has really caught us this week. And it's going to do one of two things for us. It's either going to have us jacked up or it's going to have us concerned about our faith in humanity. So let's go ahead and let's jump right into what's got you and Patrick. What's got you this week? Oh, man. I'm so glad you asked. This is every week. Yeah, every week. I want the after this. Trip down memory lane though. I'm so jacked up at the return of Linkin Park. Their album "From Zero" is coming out on November 15th. This is a band that takes me back to just when I was really feeling a certain kind of way. Just wanted to really connect with myself as a person. I'm so jacked up that they're back producing music, Emily Armstrong, their new lead singer. She's got some great vocals. I'm excited for myself. I'm excited for you. I'm excited for everybody. And when I'm listening to their music, I don't expect to feel any other way but jacked up. How does she compare to you? Should save that for the millennial nostalgia episode. That's all right. Dude, can I ask you guys a question though? Yeah. We were talking about this a while back. Do you remember when Linkin Park and Jay Z dropped "Collision Course"? It melted my brain. It was before we knew that artists were allowed to do this. Like we didn't think that you were allowed to do everything you wanted to do. And there was no internet. Like you just came across this and you were like, what's happening right now? I know how I got introduced to Linkin Park. Can I tell you how I got introduced to Linkin Park quickly? Bro, I was like 11 years old, 10, 11 years old. And I was really into Dragon Ball Z and the internet was very, very young. So I would scour the internet for Dragon Ball Z content and I stumbled across this website. It's defunct now, but it was called DBZGTlegacy.com. Right. And on there, I would just watch Dragon Ball Z music videos and all of them were set to Linkin Park and that stuff messed me up. All the hits like "Numb" was one of them, "Breaking the Habit." Just got me "Breaking the Habit." It was like, and now I'm not a break. Now I'm not a break like all of the, we got a fake fan. Oh, you know, I'm about to break. Well, I was really into Linkin Park for a while. He was in the show music video. He was into a website that he strangely remembers a very long address very well. But thank you, Patrick, for the trip down memory lane. I'm actually pumped to hear that Linkin Park is coming back. Let's keep ourselves moving though. Ethan, what's got you? Alright, so what's got me messed up? My blood absolutely boiling this week. Dropping the ball at the one yard line. It happened twice just this week. It happened in the Ohio State Penn State game. It was a little bit more understandable because at least there were tacklers around. It was like popped out. The Houston New York Jets Thursday night game. There is a man takes a reverse around the end. Malekai Corley and is walking in, is going to moonwalk in and just decides to just leave the ball behind him and decides not to score. I cannot think of a more infuriating play or just a thing to see that you are working with your teammates and that for no reason at all that you would just leave the ball behind, run and throw it into the stands. It is the most infuriating thing that I can imagine. You don't even have to understand the rules of football to understand how upsetting this is. And if you want to raise your blood pressure a little bit, there's a YouTube channel, Isaac Ponce, that has an extensive video on the history of dropping the ball at the one yard line. I highly recommend it. Yeah. And bro, I'm going to tell you, you know what makes that so much more painful this week? That was going to be Malekai Corley's first NFL touchdown of his career. Can you imagine? Cut. It was going to be his first NFL touchdown. For those of you who don't know who Malekai Corley is, he is a rookie wide receiver for the New York Jets. And what a bummer, you know, I agree with Ethan wholeheartedly on this, but what a bummer. Like I can't even imagine. Thanks, Ethan, for throwing that in there for us. But let's keep us rolling. Chris, what's got you this week? I'll tell you what's got me messed up. Aside from the existential dread that I'm feeling about the presidential election in 48 hours, Jameson Williams almost got arrested. Wide receiver for the Detroit Lions. You guys know I'm a big Detroit Lions fan. Almost gets arrested for unlawful transport of a pistol without a concealed carry license. And it's not that it happened that's got me messed up. It's not that he made a mistake that like a lot of people make driving around Michigan with guns. It's that I'm a big Jameson Williams fan. Big Jameson Williams fan. It's got me messed up. J-Woe obviously missed a lot of his rookie year with a torn ACL. Not a huge deal, but then his second year in the league, he gets suspended for making a sports bet at a team facility. And you know, it was at a hotel, another state, technicality, still can't do that. Then this year, the gun incident and it's like, oh my God, after a two-game suspension for performance enhancing substances, which... You know, probably just like a minor thing. It's just the details. It's got me messed up. Probably a minor thing. It's probably a minor thing. It's got me messed up, not because it happened, but because it happened to him again and he just can't seem to keep himself out of the headlines. I just wish that we would wrap him in bubble wrap, put him in a closet, and only bring him out on Sundays to face defenses. But yeah, Jermaine Burton apparently had an issue with the Bengals today. So we're dealing with that as well. Ethan, I told y'all Jermaine Burton has character problems. I told you before he got drafted. How many games has he been suspended for? Alright, we'll let you two handle this off the pod. But thank you, Chris. Yeah, I agree, man. It's a player with a really promising career ahead of him, and you're just looking at him and you're questioning why nothing he's done is terribly serious. But you do have to ask at some point, dude, can you just make the right choices and do the little things? Come on, man. But thank you, Chris. We appreciate that. Alright, for my "What's got you?" I'm going to bring us back to the positive side with something that has me excited. Cooper Flag has me jacked up. I don't know if you all have had the chance to watch this kid play basketball yet, but he's unbelievable and I'm so excited. Cooper Flag is a 17-year-old true freshman from Maine currently in his first year at Duke in the NCAA. Cooper Flag won every award possible in high school. He hasn't played a real NCAA basketball game yet, but he's already secured NIL deals with New Balance and Gatorade that are unprecedented. He's 6 feet 9 inches tall, weighs 205 pounds. However, you should go in knowing I don't know anything about this young man's personality. So if he happens to hear this, I just want to clarify that I'm not making any judgments. But he gives off a "I hate Christian Laettner" vibe, the typical Duke player image. But who knows, I don't know his background. I hope he's doing well. And for those making faces, "cake eater" is a reference to kids from more affluent areas in the "Mighty Ducks" movie, just like Christian Laettner from Duke. It's like a Marie Antoinette thing. Thanks for that history lesson, Chris. I wonder if that's really where the phrase originated. Anyway, I recently watched Duke's exhibition game against Arizona State, and I was impressed. This kid looks like he's going to be the first pick in the NBA draft next year. He passes well, is fundamentally sound, shoots accurately, dunks, plays transition game. I encourage you to watch Cooper Flag play basketball. With that said, we'll wrap up "What's got you" for this week. We'll take a quick break and dive into the main segment on but seriously. So grab a refill and stay tuned. Welcome back. We're moving into our main segment, called "But Seriously," where we discuss various topics. Today, we're delving into the topic of Name, Image, Likeness (NIL) starting with a star quarterback at the University of Nevada, Las Vegas (UNLV) who recently announced his departure citing being misled. In conversation surrounding NIL, he says that he was promised earnings over a hundred thousand dollars. Now name, image, and likeness have completely changed the face of college sports and most specifically college football, but the question is, do any of us or does anybody in general really know what's going on? But seriously, Chris, tell us what's going on with NIL. Yeah, dude. This is actually a really crazy topic. As you said, the quarterback for the UNLV football team, Matthew Sluka, last month announced that he was going to stop playing for the team. He was going to take a redshirt year. Not because he was hurt, not because he had other things going on in his life that he had to attend to, but specifically because he was promised NIL money that he no longer believed he was going to receive. Matthew Sluka transferred to UNLV and this is from his attorney on a promise that they would pay him over a hundred thousand dollars in NIL money. We get into the season and it becomes clear to him that he's not going to get that money, so he stops playing and that got my gears turning. How did this even happen? How is it that students, 19, 20-year-olds, are changing their lives on promises of big, big dollar figures that they can't enforce? So I took a look into it. My main question is, what can Matthew Sluka do about it? My main question was like, is there any recourse? What is he supposed to do? What are the rules for NIL promises that aren't going to happen? It turns out the answer is nobody knows. It's totally wide open. So, quick background to understand what's happening in the NIL space, you have to understand what's happening in the antitrust space. So quick primer, the US does not tolerate monopolies. We just don't. And if a company establishes a monopoly over a market, it's tightly regulated, and if that company does something to harm a market, it's heavily penalized. I can't stress this enough. Antitrust violations are extremely expensive. The NCAA has a monopoly over Division I athletics, really all college athletics, right? And there's no dispute that the NCAA has a monopoly. The way that the NCAA for decades has been able to get away with having a monopoly over Division I athletics is this concept of amateurism. When this topic has been brought before the courts, the NCAA has been able to successfully argue, "Hey, this is an amateur sports market. Without amateurism, it's really hard to distinguish us from the pros. And that's crucial to our business. It's essential to the whole market, so you should let it slide." And for decades, that argument has had traction. Many courts have not wanted to interfere with it. That is until a few years ago, when the Supreme Court of the United States heard a case, NCAA vs. Alston. Now, that case was not about NIL money. In fact, it was about paid internships, kind of small potatoes all things considered. But in that case, the NCAA raised this amateurism argument again. And the federal trial court said, "Well, I hear you, but I'm still going to take a very close look into this issue. And actually, I think there might be a case that preventing college athletes from getting paid internships might be a violation of antitrust law." Typically, what that means is, "Okay, we're going to go through a process called discovery. It's expensive." And the NCAA didn't want to do that. So they appealed and they appealed and they appealed. It reached the US Supreme Court, and the US Supreme Court agreed with the trial court. They said, "No, the trial court got it right. This might be a violation of antitrust law." Now, the result of that, the result of that, not a huge deal, paid internships, not a ton of money, but the process by which they got to that answer, huge deal, a complete game-changer. Because now, federal courts get to take a very close look at the NCAA business model. And if it harms US markets, particularly the market for D1 athletes to compete in D1 sports, then, and here's where it gets a little bit crazy, you get to the Justice Kavanaugh concurrence. Justice Kavanaugh writes, not just that the court was right, it was a unanimous decision, by the way, nine and nothing. He basically tells the entire country that the NCAA, their entire business model is probably illegal. That the whole amateurism argument is complete nonsense. And I pulled some quotes here for the group, for the pod. Justice Kavanaugh writes, price-fixing labor is price-fixing labor. And price-fixing labor is usually a textbook antitrust problem because it eliminates the free market in which individuals can otherwise obtain fair compensation for their work. The bottom line is that the NCAA and its member colleges are suppressing the pay of student athletes who collectively generate billions of dollars in revenues for Can legally defend its remaining compensation rules. Nowhere else in American business can get away with agreeing not to pay their workers a fair market rate on the theory that their product is defined by not paying their workers a fair market rate. The NCAA is not above the law. I have to tell you guys, I'm not a big Justice Kavanaugh fan, like I wasn't a big fan of his confirmation hearing, but reading that as a sports fan, as a college football fan who wants to see college football athletes get paid, it was bananas. And for the NCAA to see a Supreme Court justice say, "Yo, your whole business model is probably in violation of one of the most expensive statutes in American law" is shocking. What happens in the aftermath of NCAA versus Austin? The NCAA just rolls back everything. You would think that they would have a plan. You would think they would have a plan for introducing NIL to the world. They didn't. They just rolled back all the regulation. And now we are in the wild, wild West. There are no rules. And the rules that do exist, the NCAA is afraid to enforce. And that's how you get situations where kids move across the country, change their lives on promises that they cannot enforce. It's bananas. Wow. Chris, this is crazy. I have to agree. Like, I think that I always personally have been incredibly fascinated by the entire concept around NIL. I do think that's something that I want to say before I get into the topic that I've been holding in while you were giving your explanation is, first of all, Matt Sluka can go away, dude. Hosh Malik Williams, who is so free. You guys that don't know. Hosh Malik Williams is a quarterback that replaced Matthew Sluka. People were freaking out when this happened because, dude, the go-go all over. The go-go offense is go-going. They are. They're here. They're here. And let me tell you, and that's what their court there calls our offense, but Hosh Malik Williams, who replaced Matt Sluka, he's played five games. He's thrown for over 1,000 yards and 12 touchdowns. This dude rules, nobody needs this dude. I hope he can enforce his NIL. But back to this, I've always been super fascinated about NIL because, quite frankly, if I'm honest with you, I don't 100% understand it. It's sort of like as a casual observer saying to myself, like, oh, they get, now, now guys can get paid. But my understanding was always that the money that goes to pay athletes for their name, their image and their likeness was not allowed to come from the institutions. It had to come from an outside source. Now this is where for me, Chris, this gets really fuzzy. I'm hoping you can explain it to me is that I've heard of these things, and I think some of the stuff that I read talks about NIL collectives. And even at my alma mater, they have talked about NIL collectives. And they've talked about these groups of donors and boosters and these folks. And even to the point that you're making about Matt Sluka, where they're saying in his recruitment, he was promised NIL dollars, isn't that exactly what we were trying to avoid? So can you tell me, how does this work in the sense of what is an NIL collective and how are these coaches making these promises when technically the institution or the team is not allowed to recruit with these benefits? Yeah, it's actually really crazy. So you're right. The teams under NCAA rules are not allowed to promise pay for play. And I have to make that really, really clear that the NCAA has a rule that schools cannot pay for play, right? So you would think that what happened with Sluka was a violation of those rules. The problem is that the NCAA is not interested in enforcing those rules. Why? Because they are definitely afraid of more antitrust liability. So they just let things happen. They're not in the business of enforcing it. Talk about that a little bit more. So like when you say they're not in the interest of enforcing those rules. So you're basically saying, to answer the question that I asked you, you're basically saying these collectives are giving the team money and the team's using it for recruiting purposes. It's close. But the NCAA is just not enforcing the rules. So it's not that the rule doesn't exist. It's just that they're not enforcing it. The rule exists. They're not enforcing it. And it's not that the clubs are giving the team money. I want to make that clear. It's not clear how the money is flowing. But what is clear is that the NCAA has no interest in getting heavily involved. So let's talk about collectives. Collectives are just groups of donors. They could be alum. They could be boosters. People who are interested in throwing their money into the pot. The way that NIL is supposed to work is that a business sees a college athlete with a platform that they want to align their brand with and say, hey, how about an endorsement deal? How about you shoot a commercial or you shoot an ad or you make a post? The most famous or the clearest Example, this is Olivia Dunn, the gymnast from LSU. Big platform. Millions of TikTok followers. Brands reach out to her all the time. She uses her platform to endorse these brands. She gets paid. That's how it's supposed to work. I'm just going to level with you guys. Before this story, I never heard of Matthew Sluka. I don't know. Is he good at football? I don't know. Nobody's heard of him. So how is he getting promised these NIL deals? There's this layer underneath NIL. This shadow NIL. Where teams are coordinating with universities to target certain players that they want to come to their school. The collectives then promise the money to those players to transfer over or if you're a high school student to commit to the university. And the idea is that they then join the team. There's no way for the student or the collective to enforce those promises. Other than bringing a lawsuit for breach of contract, which would take years to litigate. And by the time that the case is over, you as a college athlete, you're done with football. You're ready to go. So that's kind of how this has worked. And the states are just not enforcing it. Yeah, I guess that's kind of where I'm coming from. You mentioned Livid Dunn. Right. And if pressed, I feel like to be totally honest, if most folks were asked, name another, you know, U.S. collegiate gymnast. I don't think we could. Right. Livid Dunn is kind of the most popular, certainly the most well known because of NIL. Right. Because she's so well known. Well, I'm going to stop you right there, Pat. It's not. So it's actually the opposite. It's not that Libby Dunn is famous because of NIL. Libby Dunn gets NIL money because she's famous. She had a platform, a huge tech platform. Right. Right. And C.W.A. versus Austin. Right. Libby Dunn is the gold standard, in my opinion, the gold standard of how this is supposed to work. Right. Student has a following, businesses reach out to strike up a deal with them. Okay. So the Libby Dunn issue isn't like the problem. Well, it's everybody else. To that point though, she is unusual. Where I do feel like as somebody who follows pro sports mostly, it doesn't seem to mostly center on the Livy Dunn's of the world. Right. So how does this trickle down to the non-football sports? You know, like NCAA football is lucrative. Millions of eyeballs every week are on this sport. But what about NCAA track? What about NCAA in sport? I guess that's where I'm at in terms of breaking this down. Yeah, that's a good question. Like for the non-revenue sports and just so that we're all operating on the same terms, like a revenue sport is like the sports that bring in a lot of money to a school. So typically that means football and men's basketball. But like it's not exclusive, right? Like obviously Iowa's women's basketball team makes a lot of money for the University of Iowa. But for non-revenue sports, there's an issue, right? It's actually a lot of work for a college athlete to be able to monetize their brand in a sport where there's not a lot of interest. Like the whole concept of NIL is that your name, image, or likeness has value. And that value comes from whatever platform you might have to reach other people. Livy Dunn before NCAA versus Alston had a platform. She had this wild TikTok following. But the other athletes who weren't on the LSU football team or weren't on the LSU basketball team, they didn't necessarily have those platforms. And so for them, NIL is just kind of another hustle, right? Like they got to really, really pound the pavement to convince local businesses to work with them and to align them with their brand. Like they have to build that brand, right? And that's not a bad thing. Like I'll make it really, really clear. It's not a bad thing that students with big followings are able to monetize those followings. That's the whole point of NIL. It's not a bad thing that students who don't have those followings have a harder time monetizing those followings. The bad thing is where students are promised money and then take actions in reliance on those promises. And they have no recourse for when those promises aren't kept. When those promises are broken. Like Matt Sluka. Matt Sluka did not have big followings. Nobody knows who this guy is. Nobody knew who he was until he registered this year in the middle of the season, right? But his circumstances were really interesting because he was promised money. He got targeted by people who knew ball, who coordinated with people who had money to make him promises to transfer over that they potentially didn't have any intention of keeping. So the recourse is to quit? Which is what Sluka did, right? Well, the recourse quit. In the eyes of the law, right? And I should put this out here. UNLV has stated that no such promises were made. These are all alleged promises. I should make that really clear. Sluka's recourse is pretty limited, right? To enforce an oral promise that wasn't kept. Segment:  
was breached. Right now, his only recourse is to bring a lawsuit. Is it to go to court? No, no, it's to quit on a team. Yeah, he has to stop playing and bring a lawsuit. And that's a garbage recourse because Hodge Malik Williams rules. Yeah, I mean, he's been replaced. And also, right? Like he has real issues because the promise that was made to him was an oral promise. It wasn't written down. And, you know, every state has this thing called the statute of frauds. But you can empathize with athletes, right? Yeah, exactly. Who are told a certain thing. He's like a kid. He's 20 years old, 21 years old. He's not like, like, he's not some guy in his 30s who's able to hire counsel. Right, exactly. Like he's just like, oh, someone's promising me $100,000 to go play football for UNLV. Yeah, and then he gets there and the money's not there. There's no rules for him to fix that. And there's no rules in general. Yeah, and I think the Hodge Malik Williams situation even like highlights us even more. How big of a problem this is because it shouldn't be contingent upon the student athlete to have to constantly worry about, oh, if there's someone better behind me, they're just going to renege on their promise or something along those lines. So there needs to be some type of recourse. And I think this is a perfect situation. Like you said, NIL was used not in the way that it is supposed to be. And then since I guarantee you if Hodge Malik Williams wasn't as good as he is, this would probably be a much bigger deal. Like if, say, who am I trying to think of, anybody, Jalen Monroe decided to leave, I guarantee that's going to be a big issue. It would absolutely change NIL forever if someone decided to not pay Jalen Millrow his money. And here's the thing, right? Like the NCAA has left it to the states to regulate NIL. They said, we're just going to let the states figure this out. Yeah, by law, like through state legislation, we're going to let the states figure this out. And a lot of states have passed NIL legislation. Here's the problem. Instead of the states thinking about protecting young adults from this situation, big states with big football programs, so any state that has a really important football program, not Rhode Island. Okay, we're talking about Texas, Alabama, Georgia, Alabama, Louisiana, Michigan, Wisconsin, any big 10 or SEC school, whatever state has a big 10 or SEC school, instead of those states thinking, oh, I'm going to protect the states, it's instead like I'm going to pass laws to make it really, really easy to recruit the best athletes to my football or basketball program. It's a race to the bottom. Now, Chris, let me ask you because I want to make, I want to close this loop on this because this is where this connection is really fascinating here. Because I agree with you all, we have a problem with the fact that we are, and I think this has always been the NCAA. They've always been like, well, we can't pay players because then we'll end up in this place where we're taking advantage of kids and students. And even though they're taking advantage of kids and students, but I guess the loop I want you to close for me is, like you said earlier, is that they have no interest in enforcing these rules because this is where it gets us kind of bringing us back to the beginning. Can you kind of close that gap for me? So we start having this conversation about NIL, right? And I think we all think about how NIL is affecting our own programs. I know that for me, I am an alum, several of those are alums from a regional institution that plays mid-tier Division I football. And we're seeing the NIL impact at those levels because we're seeing a lot of the talent go to where there's money, right? But I'm thinking to myself, okay, well, great. Well, if we know this is bad for students. And we know that it's probably bad for the majority of college football institutions. Why is the NCAA not taking steps to say we need to make a more sustainable system and we need to have rules that oversee NIL and that are really, like, why are they not doing it? Because I think I want you to close that loop back to the new form. In short, dude, they're fucking spooked. They're freaking spooked. Here's how antitrust liability works: If you are found to have unlawfully artificially suppressed wages in a market, you owe damages to that market for every dollar that you've suppressed. That's how that works. And then kick a leg. Oh, they're on the hook for billions. They've been settling antitrust lawsuits for the last couple of years for billions of dollars. But it's not just the damages that they're on the hook for. The US law, the antitrust law, also gives claimants access to what's called treble damages, which is like a multiplier. So I want you to imagine the fair market value for every football, college football athlete going back the last 10 years, right? Think of all the big-time college Football players, it's not just the camera. Just look at the left card. The fair market value, all the money that those players bring in. Imagine, for decades, the NCAA is not just accountable for every single dollar that was not paid to Reggie Bush, Vince Young, Matt Leinart, or J.J. McCarthy. I mean, I'm a J.J, I played post-anile. Millennial nostalgia. Straight away. Colonial nostalgia to your veins, bro. Look at all those guys, including Johnny, who never got paid. Even Tim Tebow never got paid, right? Every dollar that those names are worth, multiplied by four, that's the liability. And every time they establish a rule that may or may not artificially suppress those payments, they are on the hook for more. The NCAA doesn't want anything to do with this anymore. They're trying because it's existential for the company. The numbers are so big. What do you mean by "XC"? It could end the NCAA. They recently settled the NHS lawsuit for 2.8 billion dollars. It was a settlement where the money goes to the students who brought the lawsuit. Is there an argument to be made here? Historically, the NCAA's argument has been that students do get paid through their education. But my question is, do we fund the education? Especially for college athletic programs that are not profitable, what is the fair market value of an athlete if my program doesn't make money? Is education not fair market value? Could the NCAA make that argument for certain regional schools? It's not clear, there are different rules for different programs. The NCAA can't argue that for schools like Alabama, Michigan, or Florida. The issue is that every federal court that has addressed this topic highlights the immense revenue involved in college athletics, including basketball. The argument that a full scholarship is fair market value compared to the revenue generated doesn't hold. Do we think there's no turning back? While amateurism was attractive and had legal support, with the substantial revenue being generated, is there a better way to utilize that money for more productive purposes instead of paying student-athletes? The concept of amateurism is no longer viable following court decisions. There's a slight possibility of change if athletes were to unionize and negotiate a collective agreement with the NCAA. That might be the solution, right? But we are so far away from that. The NCAA is very resistant to recognizing college athlete players unions. There are lawsuits over and over again, litigating that aspect of it. But that might be the only way to get back to some resemblance of normal. Otherwise, until then, there are just no rules. If the NCAA and the players can't come to an agreement on rules, it's not clear that the states have any incentive to dictate or make those rules themselves, short of congressional action on this. The only other way is for Congress to make the rules. And I don't know if you've looked at Congress recently, but they are kind of a hot mess. So that's where we are. It's crazy. Alright, y'all. Well, great discussion on this. I'm going to go ahead, though. I am getting on time. I want to make a last call here, where we all get one more shot to say one last thing about the topic. Pat, last call. What do you have in your mind? Yeah, absolutely. Here's the thing. Maybe a troubling take, but I am in Ohio State and I love the fact that the Buckeyes were able to lure away Caleb Downs from Alabama, probably because of NIL. I've never been so locked into college football as I am right now. I know it's maybe not the best legally or whatever, but it has opened up a new horizon of college football. I like that. And for that, I think I like and I know that's where I'm at. Alright, Satan. What do you got? What's your last call? I think my big takeaway from the discussion is this idea of amateurism and just the idea I am wrestling with within myself of this idea of an amateur league being attractive. Because when you hear the NCAA say it as a justification for not paying people and holding on to their money, it makes your blood boil. But thinking of the idea of separating it from the NFL and keeping collegiate athletics, there is something about the pomp and circumstance, the amateurism that is very attractive. So I want these athletes to be paid fairly, but I also like a lot of the things that come with the idea of amateurism and NCAA collegiate athletics in general. So I'm very conflicted. I guess on that point is my big takeaway. Dude, I couldn't agree with you more. And I think my last call on this topic is, you know, we hit on this a little bit earlier, but I think the thing with NIL and the reason that I hope they get this figured out, and I mean, I hope they come up with a system that allows us to continue to navigate this into the future, because I don't want NIL to be the end of me. Again, I mentioned earlier, you know, my primary football team that I watch is a regional Division I program that plays in the Mid-American Conference. So I think about those kinds of teams and I think that we are going to lose those kinds of programs and the competitive nature that exists at that level. We're really going to end up with college sports that consist of a handful of the Alabama's and the Oregon's and the Big Ten and the SEC. And even these stories, like quite frankly, to go right to our about UNLV, about a really good football program, they are playing really good football. They are not going to survive in an environment like this without heavy investment from NIL collectives. And I wonder if that threatens our ability to have that thing where we have teams that grow and develop and could be an underdog. But I think that concerns me. Chris, this was your topic, man. So seriously dude, take us out. What's your last call on NIL before we wrap up for today? My last call on this is, as someone who's always been a big college football fan and grew up watching college football, I need the NCAA and the players and everyone with an interest in college athletics to do the work. The thing that popped up in Justice Kavanaugh's concurrence is this recognition of the conflicts involved with paying student athletes. When you start paying student athletes, you come up with all these other problems, like the Title IX implications of this. They're really hard problems. My last call is, I really need the NCAA to do the work here. Because one thing that the Supreme Court made clear is they don't care about those other problems. They're not going to accept the potential antitrust violations of not paying student athletes for the revenue they bring in. So I need the NCAA to do the work, because if they don't, if we don't reckon with all the suppressed labor involved with college athletics and figure out a way to make college law, we might lose it. It could just go away. And nobody wants that, especially me. So I need the NCAA to do the work. I need everyone. To do the work, figure out a way to keep this going. All right. Well, thank you, Chris. We all love learning about something that we're all interested in. I think that all of us are sports fans and probably for a lot of our listeners out there. We love college sports. We love, as Ethan said, the common circumstance that comes with college sports and there's so much good there. But you're right, figuring this out. I know I am. I hope all our listeners out there are leaving with a little more background on NIL. And hopefully, if you're standing around the water cooler talking about it, you might now know a little something about Alston v. NCAA that you can impress your legal buddies with. But with that, everybody, we are going to close our conversation there. And we are going to move into our last segment before we wrap up for the day, which, as you all know, is called just one more. Just one more is a segment where we're going to leave you with one more thing, a book recommendation, an article, a TV show, something that you can consume while you're waiting for a little bit more of the knowledge bar. Chris, since you led us off today, give us just one more. I'll give you just one more. If you're interested in learning more about NIL and how these deals work and all of the weird complexities and gray areas in the middle, there's a show on Amazon Prime called the Money Game, the Money Game, which follows three or four LSU athletes, one being Olivia Dunn, another being Jaden Daniels, and a couple others, and how NIL impacted their experiences as college athletes at LSU. It's a really, really well-done documentary. You can learn a lot about the state of NIL and college athletics today and how major programs are working with it, and get a pretty up-close-and-personal look at some of the flaws in these programs. All right, excellent, excellent. Pat, give us just one more. Yeah, just one more. Not sports-related, but something that maybe will lift your soul a little bit. It is a YouTube video, a really wonderful TED Talk poem from Reeves called Museum of 4 am in the morning. It is a really incredible journey through romance, through mystery, through the general tides of life in that way. You'll leave one grain. Maybe I have given him or her another chance. It really makes you smile, and in that way it lifts you a quick commitment, but in that way it will pay off. The dramatic pause. Pat coming in here with a stay positive. With poetry trying to hit on romance. Stay positive. Ladies and gentlemen, the Knowledge Bar is the most valuable bachelor. I love him, and I love Reeves Kites, right? And what he does is kites, right? He's just kites, right? He's kites. Compliments, yeah. But you were saying, what are you saying? The Knowledge Bar is the most eligible bachelor. Is that a segue, Ethan? Hey, Ethan. Hey, Ethan, give us just one more. Ethan, my wife stays trying to hook you up with her friends. I'm just letting you know. Oh, boy. Um, so my just one more is an Australian radio station. They also have a YouTube channel that's primarily where I access them from, called Triple J. They do this thing called Like a Version, where they have a musical group or artists come in and do covers of songs, and some of them are the most incredible covers and like just incredible musical pieces that I've ever heard. Three that I really, really enjoy are a super organism, kind of a little weird band does a cover of Congratulations that matches up post-millions. Congratulations with MGMT. King Stingray does a cover of Yellow, which is one of the most incredible covers that I've ever heard. And I hurt my neck during Denzel Curry's Bulls on Parade, like doing like my head bobs. I was absolutely pumped up. So I highly recommend, I think they're on Spotify as well, but check them out on YouTube, Triple J. I love it. I love it. And for me, I am going to leave. My just one more is going to be a book that I've recommended to all of you. I think Pat's the only one that's read it, but it's very closely related to the way we had today, but in almost a former sense. The book that I'm going to recommend is called Beer in Circus, How Big Time College Sports is Crippling Undergraduate Education, a book by Murray Sperber, and other than the extremely ableist title and why Pat's cocking his head right now. It really is an excellent book. And for a lot of us, I think as sports fans, it is a book that really paints a realistic picture of the interaction of college sports and academics. And it's just another layer in us talking about right now, we're talking a lot about college athletics and how that relates to employees and business, but really talking about how those college athletics are impacting the campuses upon which they work and what that contribution looks like. So I highly encourage it. It's a wonderful read. And hopefully it'll get you thinking a little bit more in that vein. All right, y'all. It's closing time. The lights Thank you all for joining us for this episode of the Knowledge Bar podcast. Please remember to subscribe wherever you listen to podcasts, and don't forget to leave a review or comment. Your feedback is important to us. You can also find cocktail recipes and more information at theknowledge.bar. Special thanks to Ethan for editing and producing the content. Until next time, cheers! We look forward to speaking with you again. Goodbye. Goodbye. Goodbye.