



## NIL in Georgia: Gov. Kemp signs executive order allowing state schools to pay athletes



**Tennessee Tech v Georgia** ATHENS, GEORGIA - SEPTEMBER 7: The Georgia Bulldogs take the field prior to the game against the Tennessee Tech Golden Eagles at Sanford Stadium on September 7, 2024 in Athens, Georgia. (Photo by Todd Kirkland/Getty Images) (Todd Kirkland/Getty Images)

September 17, 2024 at 6:19 p.m. UTC

By WSBTV.com News Staff



ATLANTA — Gov. Brian Kemp signed an executive order Tuesday that allows state schools to directly compensate athletes through name, image and likeness opportunities.

Kemp's executive order comes in the middle of a legal battle between the National College Athletic Association (NCAA) and several athletic conferences over the issue of players getting paid.

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“Student-athletes in the State of Georgia should compete on a level playing field and not forgo compensation available to student-athletes in other states while the Settlement is pending,” Kemp wrote in his executive order.

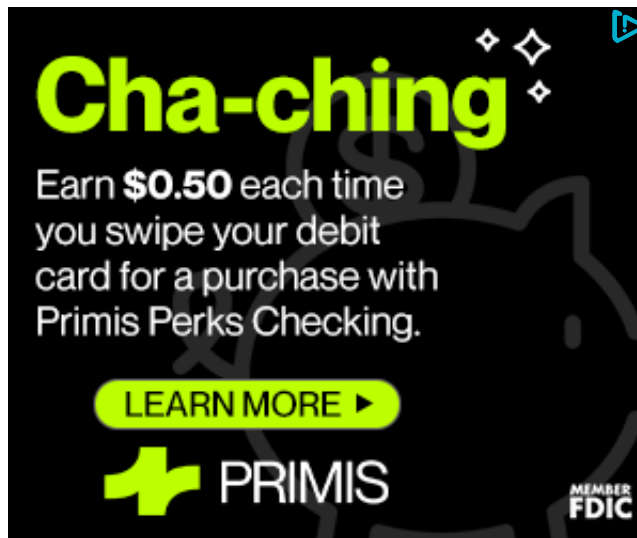


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Georgia Tech Director of Athletics J. Batt and Georgia Director of Athletics Josh Brooks released a joint statement.



“We extend our sincere gratitude to Governor Brian Kemp for his leadership today. In the absence of nationwide name, image and likeness regulation, this executive order helps our institutions with the necessary tools to fully support our student-athletes in their pursuit of NIL opportunities, remain competitive with our peers and secure the long-term success of our athletics programs.”

The executive order does not allow state funds to be used as payments for the players and their NIL deals. Money may come from private donations or funds raised by the schools.

[Kemp previously signed a bill in 2021 that would allow student athletes to make money off their image.](#) The Georgia High School Association later approved [NIL deals for high school athletes in 2023](#) with certain conditions.





Read the executive order below.

[Gov. Kemp executive order on NIL](#) by [WSB-TV](#) on Scribd



## THE STATE OF GEORGIA

### EXECUTIVE ORDER

BY THE GOVERNOR:

#### REGARDING FAIRNESS TO GEORGIA'S STUDENT-ATHLETES IN COMPENSATION FOR THEIR NAME, IMAGE, AND LIKENESS

**WHEREAS:** The State of Georgia boasts postsecondary educational institutions and intercollegiate student-athletes excelling at the highest level of intercollegiate athletics; and

**WHEREAS:** The National Collegiate Athletic Association (the "NCAA") and certain athletic conferences have entered into a proposed settlement agreement (the "Settlement") in *In re College Athlete NIL Litigation*, No. 4:20-cv-03919-CW (N.D. Cal.) ("the Litigation"), which, if approved, would permit postsecondary institutions to provide direct compensation to student-athletes for the use of such student-athletes name, image of likeness ("NIL"); and

**WHEREAS:** Until the Settlement is approved and effective, legislative and executive actions across the country create a patchwork of inconsistent rules regulating intercollegiate athletics; and

**WHEREAS:** Student-athletes in the State of Georgia should compete on a level playing field and not forgo compensation available to student-athletes in other states while the Settlement is pending.

**NOW, THEREFORE, BY THE POWER VESTED IN ME AS GOVERNOR OF THE STATE OF GEORGIA, IT IS HEREBY**

**ORDERED:** That neither the NCAA, an athletic conference, nor any other organization with authority over intercollegiate athletics shall take any adverse action against a postsecondary educational institution in the State of Georgia for such institution facilitating compensation, offering compensation, or compensating an intercollegiate student-athlete for the use of such student-











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