

## Down, Set, Hut: Mississippi Sports Law Review *takes the field*

By Taylor Coombs



Jesse Wright

The MSLR hosted its fall symposium in November. The spring symposium will address legal and political challenges to the Bowl Championship Series.

The legal profession has another avenue for scholarly analysis and research related to the legal aspects of the sports communities with the *Mississippi Sports Law Review*.

A sports law class started at UM in 2009, and this is when the seed was planted to start a new sports law journal. Only 12 sports law reviews operate in the country, and the *MSLR* represents the only sports law voice in the Southeastern Conference.

About 20 members of the review edit the articles and papers.

"We are in a fairly sports-obsessed culture, and there are large amounts of serious legal issues that go along with amateur and professional athletics," said David Long, *Mississippi Sports Law Review* executive board notes editor. "Things like antitrust, labor law, amateurism, right to publicity, etc., are big legal ideas that can be highlighted and better understood when paired with people's in-

terest in sports. We hope to accomplish this task with our journals and symposia."

On Nov. 11, the *MSLR* hosted a fall symposium at the Khayat Law Center, which addressed the use of social media and intercollegiate athletics. Issues such as the right of publicity for college athletes, exploitation of athletes by selling memorabilia personalized with players' names, and the use of players in video games are all hot topics.

The symposium explored and identified the legal and practical consequences of the athletes expressing personal opinions, the universities' and NCAA's right to limit athletes channel of expression, and the universities' and NCAA's right to sell and profit from athletes' expression.

Authors who presented their articles at the symposium included John T. Wendt and Peter C. Young, Opus College of Business professors, "Reputational Risk and Social Media"; Jerry Parkinson, professor of law at the University of Wyoming Col-

lege of Law, "The Impact of Social Media on NCAA Infractions Cases"; Mary Margaret Penrose, professor of law at Texas Wesleyan University, "Free Speech versus Free Education: First Amendment Considerations in Limiting Student Athletes' Use of Social Media"; and Timothy Epstein, a partner in SmithAmundsen's Chicago office, "Social Media."

In 2012, the *MSLR* plans on addressing legal and political challenges to the Bowl Championship Series at its spring symposium. It will address the likelihood of a playoff implementation in college football, the role of litigation and public action in promoting a move from the current system to the playoff proposition.

Details for speakers and dates for the spring session are pending. Details are found at <http://mssportslaw.olemiss.edu/>. ■