



MASSACHUSETTS INTERSCHOLASTIC  
ATHLETIC ASSOCIATION



## Name, Image and Likeness

On Wednesday August 18, The MIAA Board of Directors voted overwhelmingly to edit Rule 47 Amateurism and insert Name, Image and Likeness language (NIL). High School Athletic Associations throughout the country are proactively editing their amateurism policies so student athletes can retain their amateur status within the changing NIL landscape. This updated amateurism regulation provides clear language so our student-athletes do not violate their amateur status.

Within the 51 state associations throughout the country, no student-athlete in a member school can be a professionally paid student by virtue of their identity as a student-athlete in that member school. However, this legal principle gives an individual the right to license their name, identity, or likeness for commercial promotion.

Currently 50% of the states in our country have either permitted or are under active consideration of adopting state regulations for NIL rights. Northeast States of the National Federation of High Schools have begun adoption of NIL rights. New York began in 2021, Maine, Connecticut, and New Jersey followed in 2022, and New Hampshire and Rhode Island are in active consideration, bringing policy language to their Association boards in November of 2022.

**EDUCATIONAL ATHLETICS**

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