

EXECUTIVE DEPARTMENT
OFFICE OF THE GOVERNOR
EXECUTIVE ORDER NUMBER JML 25-059

***FAIRNESS TO LOUISIANA'S STUDENT-ATHLETES IN
COMPENSATION FOR THEIR NAME, IMAGE, AND LIKENESS***

WHEREAS, the State of Louisiana has numerous postsecondary educational institutions and intercollegiate student athletes excelling at the highest level of intercollegiate athletics and winning championships;

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

WHEREAS, until the Settlement is approved and effective, legislative and executive actions across the country impose a patchwork of inconsistent rules regulating intercollegiate athletics;

WHEREAS, while the Settlement is pending, other states have taken actions that authorize their postsecondary institutions to directly pay their student athletes for NIL; and

WHEREAS, student athletes in the State of Louisiana should compete on a level playing field and not forgo compensation that is available to student athletes in other states or conferences while the Settlement is pending final approval;

NOW THEREFORE, I, JEFF LANDRY, Governor of the State of Louisiana, by virtue of the authority vested by the Constitution and the laws of the State of Louisiana, do hereby order and direct as follows:

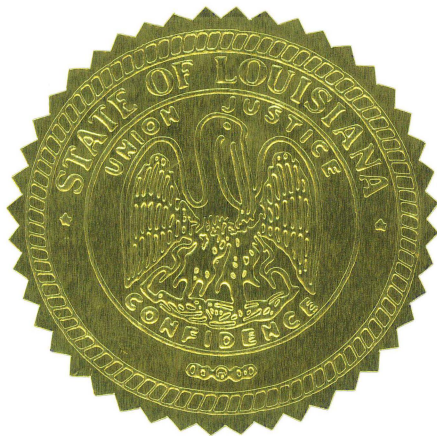
Section 1: That neither the NCAA, an athletic conference, nor any other organization with authority over intercollegiate athletics shall take any adverse action against a postsecondary educational institution in the State of Louisiana for such institution facilitating compensation,

offering compensation, or compensating an intercollegiate student athlete for the use of such student athlete’s NIL; provided, however, that no postsecondary educational institution shall use funds allocated by the State Louisiana.


Section 2: That the provisions of this Order shall become effective upon signature and shall remain in effect until the earlier of:

- A) The effective date of any federal law enacted after the date of this Order regulating the rights of student athletes to receive compensation for the use of their NIL; or
- B) The effective date of any settlement related to the Litigation.

Section 3: This Order is effective upon signature and shall continue in effect until the earlier of one of the events in Section 2, unless terminated sooner.



IN WITNESS WHEREOF, I have set my hand officially and caused to be affixed the Great Seal of Louisiana in the City of Baton Rouge, on this 13th day of May, 2025.



Jeff Landry
GOVERNOR OF LOUISIANA

ATTEST BY THE SECRETARY
OF STATE



Nancy Landry
SECRETARY OF STATE