ESSAYS
Applying Antitrust Law to NCAA Regulation of "Big Time" College Athletics: The Need to Shift From Nostalgic 19th and 20th Century Ideals of Amateurism to the Economic Realities of the 21st Century
Matthew J. Mitten

A Brief History of the National Collegiate Athletic Association's Role in Regulating Intercollegiate Athletics
Rodney K. Smith

Corporate Sponsorships of Sports and Entertainment Events: Considerations in Drafting a Sponsorship Management Agreement
Gregory J. Heller & Jeffrey A. Hechtman

ARTICLE
Sports Broadcasting and Virtual Advertising: Defining the Limits of Copyright Law and the Law of Unfair Competition
Askan Deutsch

INTERNATIONAL SPORTS LAW PERSPECTIVE
Citius, Altius, Fortius? A Study of Criminal Violence in Sport
Jack Anderson

COMMENTS
Title VII: An Alternative Remedy for Gender Inequity in Intercollegiate Athletics
Kristi L. Schoepfer

Protecting Universities' Economic Interests: Holding Student-Athletes and Coaches Accountable for Willful Violations of NCAA Rules
Kevin Stangel

BOOK REVIEWS
Safe at First: A Guide to Help Sports Administrators Reduce Their Liability
Rodney L. Caughron

Kirsten Hauser

INDEX
Sports Law in Law Reviews and Journals

VOLUME 11 FALL 2000 NUMBER 1