

Sports & Entertainment Beat

The Home Stretch?

10.02.26

Welcome back to the Spotlight! This week, much like a collegiate track and field athlete, the Protect College Sports Act cleared an important hurdle as the U.S. Senate voted in favor of the legislation that is designed to stabilize what has become a frenetic college sports landscape in recent years. The days of athletes freely transferring from school to school to chase bigger paydays may be winding down-the bill provides for one free transfer, and imposes penalties on subsequent transfers. Though the bill would notably increase the amount of revenue that each program may share with players for competing for their schools. Meanwhile, college coaches would still be able to leave in the dead of night to join a rival program for multiples of what their players make. Still, athletes would be able to supplement their income with NIL deals, but the bill codifies guardrails set up by the House settlement, requiring reporting of deals in excess of \$600 so as to safeguard against these deals being used as a means of skirting each program's spending limits. Of course, not everyone is happy with the bill, and it is by no means perfect, but it at least provides a foundation upon which policymakers can move athletes' interests forward (granted, arriving at consensus is easier said than done).

So, for now, what's next? Those who don't remember from "Schoolhouse Rock," the bill (that is sitting on Capitol Hill) will go onto the U.S. House of Representatives for consideration, where its passage is no certainty. There, it will face amendments that may need to be brought back to the Senate for consideration. A limiting factor is time: Congress is recessed until after next month's midterm elections (must be nice!) and thereafter, they only have a few weeks in the lame duck session to pass the legislation before the next Congress is sworn in after the New Year. If they miss the window, they'll have to start all over again. To be fair, that last part was not discussed in "Schoolhouse Rock." If that doesn't get you juiced-up for C-SPAN coverage, I don't know what will.

- V, star of the Korean boy band BTS, is tapped as global ambassador for consumer electronics brand Nothing's new line of headphones. Evidently, the brand is banking on V and his fans having Nothing in common.
- San Antonio Spurs center Victor Wembanyama voices his displeasure with fellow athletes endorsing sports betting, saying it is not inspiring "in a good way." While he may be right to identify an inherent tension there, based on his dirty play throughout last year's NBA playoffs, I'm not sold on him being the one to make this point. But hey, at 7'4", I guess you tend to confuse moral high ground with high ground.
- The Portland Trail Blazers' broadcaster Braiden Bell's tenure came to a screeching halt mere hours after being hired, as insensitive social media posts from his teenage years came to light. It is a stark reminder both of the need to due diligence on those you're getting into business with, as well as to be mindful of what you post, as that is a bell that often cannot be unrung.

Endorsement Deals, Sponsorships and Investments

[AI Clones Turn Celeb Likeness Into a New Business](#)

October 2, 2026 via Economic Times

[Victor Wembanyama Slams Players Promoting Sports Betting Weeks After LeBron James Announces Polymarket Deal](#)

October 1, 2026 via New York Post

[Model Claims Victoria's Secret Bought Rights to Just a Sliver of Her Face - Then Used Almost All of It](#)

October 1, 2026 via New York Post

[WME Unveils Creator Labs to Help Clients Build Media Businesses](#)

October 1, 2026 via Hollywood Reporter

[Live Nation Backing New Creator Economy Startup Creator Nation](#)

October 1, 2026 via Hollywood Reporter

[Michael Jordan's Custom 1997 Ferrari Maranello Sells for \\$2.7 Million](#)

September 30, 2026 via The Athletic

[Madison Square Garden to Split Knicks, Rangers Into Separate Publicly Traded Companies](#)

September 30, 2026 via The Athletic

[Yankee Stadium Has Cash Cushion in Case of 2027 MLB Lockout](#)

September 30, 2026 via Sportico

[\\$12.3M Michael Jordan Jersey Takes NBA Collectibles to New Heights](#)

September 29, 2026 via Yahoo! News

[Oura's Stalled IPO Delays Potential Payout for Sports Stars, Owners](#)

September 29, 2026 via Sportico

[What Makes a Celebrity Beauty Brand Stick?](#)

September 29, 2026 via Women's Wear Daily

[BTS Superstar V Named Global Brand Ambassador for Nothing as He Models New Headphones](#)

September 29, 2026 via Hollywood Reporter

[Grande Cosmetics Announces Actress Lucy Hale as First-Ever Brand Ambassador](#)

September 28, 2026 via Business Wire

[Bad Cityzens: Global Sports Empire Found Guilty of 'Financial Doping,' and Why it Matters](#)

September 26, 2026 via Fox Business

[The Cowboys Don't Want to Own Other Sports Teams](#)

September 25, 2026 via Yahoo! News

[David Beckham Nets Almost £38.5M as World Cup Deals Lift Profits](#)

September 25, 2026 via Business Matters Magazine

[Zensah Names Top HS Football Coach Roger Harriott as Brand Ambassador](#)

September 25, 2026 via SGB Online

[Dolphins Owner Nearing Deal to Sell 20% Stake in Miami F1 Race](#)

September 24, 2026 via Front Office Sports

Sports

[Trail Blazers Fire Announcer Over Insensitive Teenage Tweets](#)

October 2, 2026 via Front Office Sports

[U.S. Senate Votes 77-22 to Pass Protect College Sports Act](#)

September 29, 2026 via ESPN

[Clippers Start Camp With an Apology Before the Injury News Piles Up](#)

September 29, 2026 via Yahoo! News

[NFL Requests Trump Administration to Take Down Video Featuring Brian Dawkins Highlights](#)

September 28, 2026 via Awful Announcing

[The Jalen Brunson Era of New York Sports Is Upon Us](#)

September 28, 2026 via Sports Illustrated

[As Congress Debates College Sports, Athletes-Turned-Senators Have a Seat at the Table](#)

September 27, 2026 via NPR

Music Biz

[Ex-Capitol A&R Exec Carter Gregory Strikes JV for Plot Twist Records With 10K Projects and Atlantic Records](#)

October 1, 2026 via Music Business Worldwide

[Sia Sells 50% of Music Catalog to Pophouse in \\$180M Deal](#)

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[Frank Briegmann Gets a Big Up at Universal Music; Warner Mexico Promotes Yusim Aladro to GM](#)

September 29, 2026 via Variety

[Taylor Swift Lands Top Trophy at MTV's Video Music Awards](#)

September 28, 2026 via InterAksyon

Film & TV

[Ben Affleck Explains His Approach to Using AI Ethically on New Movie 'Animals': "It's Not About Making Fake People or Replacing Anybody, Ever"](#)

October 2, 2026 via Hollywood Reporter

[Atlas Entertainment and Culture Genesis Strike Creator Content Development Pact for TV, Film and Short Form](#)

October 1, 2026 via Variety

[Roku Orders 'Battle of the Streaming Stars' From Omaha Productions](#)

October 1, 2026 via Hollywood Reporter

[New Cal Football Documentary Goes Behind the Scenes of NIL and Transfer Portal](#)

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