

WBGR ADR INSTITUTE

ALTERNATIVE DISPUTE RESOLUTION · ESTABLISHED 2026

Facilitative Mediation Training

UNIT 3 · MODULE 1 RECORDING GUIDE

Name, Image, Likeness (NIL) and Endorsements

Slide-by-slide speaking points for recording this single module lecture video.

PROGRAM

Sports & Entertainment Mediation Specialty

Instructor video lecture production guide · speaking points & recording script

UNIT 3: BRAND, IDENTITY, AND RELATIONSHIP DYNAMICS — RECORDING CONTEXT**Name, Image, Likeness (NIL) and Endorsements**

This module belongs to Unit 3: Brand, Identity, and Relationship Dynamics. Mediating NIL, endorsement and brand disputes, balancing talent, team and workplace dynamics, and addressing creative control and power imbalance.

Before you record

- Record the Unit 3 welcome video and the other modules in this unit in the same session so the unit presents as one continuous lecture series.
- Follow the five-slide rhythm below; record the lecture video beside slide five after delivering the talking points.

UNIT 3 · MODULE 1**Name, Image, Likeness (NIL) and Endorsements**

Explore disputes over identity, endorsements, and brand control.

Slide 1 · Training Focus

Frame the module on camera and tell students what they will be able to do. Focus: Explore disputes over identity, endorsements, and brand control.

- Identify the identity and brand interests in an NIL dispute.
- Weigh reputation repair and future collaboration as options.

Slide 2 · Core Talking Points

- NIL disputes involve name, image, likeness, and endorsements.
- Confidentiality is balanced with public-facing brand work.
- Parties consider reputation repair and future collaboration.

Slide 3 · Mediator Language To Model

Demonstrate neutral, facilitative phrasing students can reuse:

- » “What part of your name, image, or brand matters most to protect?”
- » “Could future collaboration be more valuable than winning this point?”
- » “How do we balance privacy with the public side of your brand?”

Slide 4 · Role-Play Practice

Students map the brand and identity interests in an NIL or endorsement dispute.

Slide 5 » Student Checkpoint & Lecture Video

- Check for understanding: Can students surface identity and brand interests and consider future collaboration?
- Record the module lecture video here, walking through the talking points beside slide five.
- Remind students the module quiz unlocks after they mark this lecture video reviewed.