

Stricken language would be deleted from and underlined language would be added to present law.

State of Arkansas
94th General Assembly
Regular Session, 2023

A Bill

HOUSE BILL 1679

By: Representatives Hawk, M. Shepherd

By: Senator R. Murdock

For An Act To Be Entitled

AN ACT TO CREATE THE ARKANSAS LEGISLATIVE STUDY ON
HIGH SCHOOL STUDENT-ATHLETE PUBLICITY RIGHTS; AND FOR
OTHER PURPOSES.

Subtitle

TO CREATE THE ARKANSAS LEGISLATIVE STUDY
ON HIGH SCHOOL STUDENT-ATHLETE PUBLICITY
RIGHTS.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

SECTION 1. TEMPORARY LANGUAGE. DO NOT CODIFY. Arkansas Legislative Study on High School Student-Athlete Publicity Rights – Creation – Duties.

(a) The House Committee on Education and the Senate Committee on Education, meeting jointly, shall conduct the Arkansas Legislative Study on High School Student-Athlete Publicity Rights.

(b) The Chair of the House Committee on Education and the Chair of the Senate Committee on Education shall call the first meeting for the purpose of beginning the study within sixty (60) days of the effective date of this act.

(c) The purpose of the study is to assess the need for and feasibility of amending Arkansas law to create a program whereby a high school student-athlete may enter into contracts and receive compensation for the use of the high school student-athlete's publicity rights.

(d) In order to achieve the purpose of this section, the House Committee on Education and the Senate Committee on Education shall evaluate, study, and address the following issues:



(1) Best practices in other states in which high school student-athletes are permitted to receive compensation for their publicity rights;

(2) Feasibility of paying high school student-athletes for their publicity rights;

(3) Governance of a program regulating publicity rights contracts for high school student-athletes;

(4) Eligibility requirements for high school student-athletes wishing to enter contracts for their publicity rights; and

(5) Possible impacts to a high school student-athlete allowed to profit from his or her name, image, and likeness, and the impact to the schools and school districts attended by the high school student-athlete allowed to profit from his or her name, image, and likeness.

(e)(1) On or before October 31, 2024, the House Committee on Education and the Senate Committee on Education shall file with the Legislative Council a final written report of their activities, findings, and recommendations, including recommendations for proposed legislation.

(2) Upon filing, the Arkansas Legislative Study on High School Student-Athlete Publicity Rights shall be complete.