

1 State of Arkansas
2 94th General Assembly
3 Regular Session, 2023
4

A Bill

HOUSE BILL 1679

5 By: Representatives Hawk, M. Shepherd
6 By: Senator R. Murdock
7

For An Act To Be Entitled

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

15 TO CREATE THE ARKANSAS LEGISLATIVE STUDY
16 ON HIGH SCHOOL STUDENT-ATHLETE PUBLICITY
17 RIGHTS.
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20 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
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22 SECTION 1. TEMPORARY LANGUAGE. DO NOT CODIFY. Arkansas Legislative
23 Study on High School Student-Athlete Publicity Rights – Creation – Duties.

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

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

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

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



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

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

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

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

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

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

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

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