

1 State of Arkansas
2 88th General Assembly
3 Regular Session, 2011
4

As Engrossed: H3/17/11 S3/30/11

A Bill

HOUSE BILL 1907

5 By: Representative Allen
6

For An Act To Be Entitled

8 AN ACT TO REQUIRE ADVERTISEMENTS FOR GAMBLING
9 ACTIVITIES TO INCLUDE INFORMATION CONCERNING
10 COMPULSIVE GAMBLING DISORDERS; AND FOR OTHER
11 PURPOSES.
12
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Subtitle

14 TO REQUIRE ADVERTISEMENTS FOR GAMBLING
15 ACTIVITIES TO INCLUDE INFORMATION
16 CONCERNING COMPULSIVE GAMBLING DISORDERS.
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20 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
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22 SECTION 1. Arkansas Code Title 20, Chapter 27 is amended to add an
23 additional subchapter to read as follows:

24 Subchapter 24 -- Gambling Advertisements

25 20-27-2401. Advertisements for gambling activities to include
26 information concerning compulsive gambling disorders.

27 (a) As used in this section:

28 (1) "Gambling activity" means:

29 (A) Casino gambling;

30 (B) Horse racing;

31 (C) Greyhound racing;

32 (D) Electronic games of skill under § 23-113-103;

33 (E) Lotteries conducted under the Arkansas Scholarship
34 Lottery Act, § 23-115-101 et seq.; and

35 (F) Lotteries of other states advertising in the state;

36 and



1 (2) "Gambling operator" means the operator of a gambling
2 activity.

3 (b) Except as provided in subdivisions (g)(1)(A) and (g)(2) of this
4 section, an advertisement by a gambling operator for a gambling activity
5 published or broadcast in this state shall include a toll-free helpline
6 telephone number providing information and referral services concerning
7 compulsive gambling disorders.

8 (c)(1) In all printed, written, graphic, or Internet advertising, the
9 toll-free helpline telephone number required under this section shall be
10 displayed in a manner that is clear, identifiable, and conspicuous, but the
11 number shall not be displayed in a size smaller than provided in subdivision
12 (c)(2) of this section.

13 (2)(A) Except as provided in subdivision (g)(1)(A) of this
14 section, in outdoor advertising by a gambling operator for a gambling
15 activity, the toll-free helpline telephone number required under this section
16 shall be displayed in not less than 36-point type print and not more than 50-
17 point type print.

18 (B) In all other printed, written, graphic, or Internet
19 advertising by a gambling operator for a gambling activity, the toll-free
20 helpline telephone number required under this section shall not be displayed
21 in less than 8-point type print.

22 (d) In all television advertising, the toll-free helpline telephone
23 number required under this section shall:

24 (1) Be clearly and conspicuously displayed; and

25 (2) Remain on the screen for at least three (3) seconds.

26 (e) Except as provided in subdivision (g)(2) of this section, in all
27 radio advertising, the toll-free helpline telephone number required under
28 this section shall be stated in a manner that is clear and understandable.

29 (f) If a gambling operator operates an Internet website that provides
30 information about or access to a gambling activity, the toll-free telephone
31 number required under this section shall be displayed on the Internet website
32 in a manner that is clear, identifiable, and conspicuous, but the number
33 shall not be displayed in less than 8-point type print.

34 (g)(1)(A) This section does not apply to a billboard leased to a
35 gambling operator as of the effective date of this section.

36 (B) This section applies to a billboard leased to a

1 gambling operator if the lease was executed by the gambling operator after
2 the effective date of this section.

3 (2) This section does not apply to a radio advertisement fifteen
4 (15) seconds or less in length.

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6 SECTION 2. Arkansas Code § 23-115-410 is amended to read as follows:
7 23-115-410. Compulsive gambling disorder treatment and educational
8 programs.

9 (a) The Arkansas Lottery Commission shall provide an annual amount of
10 at least two hundred thousand dollars (\$200,000) for:

11 (1) Compulsive gambling disorder treatment programs; and

12 (2) Compulsive gambling disorder educational programs.

13 (b)(1) The commission shall work together with the Department of Human
14 Services to implement the compulsive gambling disorder treatment programs and
15 the compulsive gambling disorder educational programs under this section.

16 (2) The commission may contract with the department for
17 providing all services related to and administration of the compulsive
18 gambling disorder treatment programs and the compulsive gambling disorder
19 educational programs.

20 (3) As part of its compulsive gambling disorder treatment and
21 educational programs, the department shall make available a toll-free
22 helpline telephone number providing information and referral services
23 concerning compulsive gambling disorders.

24 ~~(3)~~(4) The department may promulgate rules to administer the
25 compulsive gambling disorder treatment programs and the compulsive gambling
26 disorder educational programs.

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28 /s/Allen

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31 **APPROVED: 04/04/2011**