

Stricken language would be deleted from and underlined language would be added to the law as it existed prior to this session of the General Assembly.

1 State of Arkansas
2 87th General Assembly
3 Regular Session, 2009

A Bill

SENATE BILL 777

4
5 By: Senator Madison

For An Act To Be Entitled

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7
8 AN ACT TO PROMOTE COMPETITION AMONG BOOKSTORES AT
9 STATE-SUPPORTED INSTITUTIONS OF HIGHER EDUCATION;
10 AND FOR OTHER PURPOSES.
11

Subtitle

12
13 TO PROMOTE COMPETITION AMONG BOOKSTORES
14 AT STATE-SUPPORTED INSTITUTIONS OF
15 HIGHER EDUCATION.
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19 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

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21 SECTION 1. Arkansas Code § 6-60-605 is amended to read as follows:
22 6-60-605. Campus bookstore advertising.

23 (a)(1) ~~If any state-supported institution of higher education~~
24 ~~advertises or allows an on-campus bookstore~~ State-supported institutions of
25 higher education shall allow a private local textbook vendor to submit
26 advertising for inclusion in orientation packets or through the electronic
27 media services of the state-supported institution of higher education or as
28 part of a presentation to ~~any a~~ a student group, ~~then the state-supported~~
29 ~~institution of higher education shall allow a private local textbook vendor~~
30 ~~access to distribute the private local textbook vendor's advertising by the~~
31 ~~same distribution method if requested in writing by the private local~~
32 ~~textbook vendor.~~

33 (2) The state-supported institution of higher education:

34 (A) Shall distribute the advertising of a private local
35 textbook vendor contemporaneously with the advertising of the on-campus
36 bookstore;



1 (B) May request a modification of the advertising of the
2 on-campus bookstore or a private local textbook vendor if the advertising
3 does not reflect the public interests of the state; and

4 (C) Is under no obligation to accept advertising from the
5 on-campus bookstore or a private local textbook vendor.

6 (3) An on-campus bookstore and a private local textbook vendor
7 shall be responsible for the costs related to the preparation and production
8 of all advertising material.

9 (b) As used in this section:

10 (1) "Advertising" means not more than two (2) pages sized not
11 greater than 8.5 inches by 11 inches of promotional material describing the
12 availability and terms of sale of textbooks or course materials; and

13 (2) "State-supported institution of higher education " means ~~any~~
14 a college, university, vocational school, trade school, or other
15 postsecondary educational institution that receives ~~any~~ funding from the
16 state.

17 (c) A violation of subsection (a) of this section:

18 (1) Shall be reported within ten (10) business days by the
19 state-supported institution of higher education to the:

- 20 (A) Chief fiscal officer of the institution;
- 21 (B) Chief legal counsel of the institution; and
- 22 (C) Legislative Council; and

23 (2) May be reported to the parties identified in subdivision
24 (c)(1) of this section by ~~any~~ a business or consumer.

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