

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

# 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  
13

## 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, "gambling activity" means:

28 (1) Casino gambling;

29 (2) Horse racing;

30 (3) Greyhound racing;

31 (4) Electronic games of skill under § 23-113-103;

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

34 (6) Lotteries of other states advertising in this state.

35 (b) An advertisement for a gambling activity published or broadcast in  
36 this state shall include a toll-free helpline telephone number providing



1 information and referral services concerning compulsive gambling disorders.

2 (c) In all printed, written, graphic, or Internet advertising, the  
3 toll-free helpline telephone number required under this section shall be  
4 displayed in a manner that is clear, identifiable, and conspicuous, but the  
5 number shall not be displayed in less than 8-point type print.

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

8 (1) Be clearly and conspicuously displayed; and

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

10 (e) In all radio advertising, the toll-free helpline telephone number  
11 required under this section shall be stated in a manner that is clear and  
12 understandable.

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14 SECTION 2. Arkansas Code § 23-115-410 is amended to read as follows:

15 23-115-410. Compulsive gambling disorder treatment and educational  
16 programs.

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

19 (1) Compulsive gambling disorder treatment programs; and

20 (2) Compulsive gambling disorder educational programs.

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

24 (2) The commission may contract with the department for  
25 providing all services related to and administration of the compulsive  
26 gambling disorder treatment programs and the compulsive gambling disorder  
27 educational programs.

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

32 ~~(3)~~(4) The department may promulgate rules to administer the  
33 compulsive gambling disorder treatment programs and the compulsive gambling  
34 disorder educational programs.