

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

As Engrossed: H3/17/11

# 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  
13

### Subtitle

15 TO REQUIRE ADVERTISEMENTS FOR GAMBLING  
16 ACTIVITIES TO INCLUDE INFORMATION  
17 CONCERNING COMPULSIVE GAMBLING DISORDERS.  
18  
19

20 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:  
21

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) An advertisement by a gambling operator for a gambling activity  
4 published or broadcast in this state shall include a toll-free helpline  
5 telephone number providing information and referral services concerning  
6 compulsive gambling disorders.

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

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

13                   (1) Be clearly and conspicuously displayed; and

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

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

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

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

25                   23-115-410. Compulsive gambling disorder treatment and educational  
26 programs.

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

29                   (1) Compulsive gambling disorder treatment programs; and

30                   (2) Compulsive gambling disorder educational programs.

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

34                   (2) The commission may contract with the department for  
35 providing all services related to and administration of the compulsive  
36 gambling disorder treatment programs and the compulsive gambling disorder

1 educational programs.

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

6 ~~(3)~~(4) The department may promulgate rules to administer the  
7 compulsive gambling disorder treatment programs and the compulsive gambling  
8 disorder educational programs.

9

10 */s/Allen*

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36