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## HOUSE JOINT RESOLUTION NO. 239

Offered January 24, 2000

*Establishing the Joint Subcommittee to Study Commercial Promotional Activities in High Schools.*

Patron—Tata

Referred to Committee on Rules

WHEREAS, across the country, public schools are looking for ways to enhance their funding, particularly for expensive activities such as sports; and

WHEREAS, secondary school athletics have grown in influence in middle and high schools and have become over emphasized, with many high school students in the United States concentrating more on excelling in sports than in academic achievement; and

WHEREAS, with the escalating costs of equipping teams at the middle and high school levels, informal deals with athletic apparel companies have become very tempting; and

WHEREAS, many athletic apparel companies underwrite or sponsor athletic summer camps where outstanding young athletes are able to showcase their talents to high school, college, and professional team coaches; and

WHEREAS, recently, controversies have arisen concerning the sponsorships of these summer camps and incentives provided to schools and coaches to entice star players to attend these camps and to wear the apparel, particularly shoes, of the sponsoring corporation; and

WHEREAS, many of the teams, coaches, and players who participate in these arrangements consider the gifts to be appropriate and of great benefit in eliminating tiring and tedious fund-raising activities; and

WHEREAS, in some instances, the potential for serious conflict between principals, teams, school boards, coaches, athletic association officials, parents, and players are great, with parents and players receiving a different offer than the coaches and schools; and

WHEREAS, school districts in other states have experienced the embarrassment and difficulties of resolving these informal agreements; and

WHEREAS, some of these school districts appear to be far ahead of Virginia's school divisions in implementing policies to manage these situations; and

WHEREAS, these issues must be addressed in Virginia before becoming high profile, public debates ; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the Joint Subcommittee to Study Commercial Promotional Activities in High Schools be established. The joint subcommittee shall be composed of 15 members, which shall include nine legislative members and six nonlegislative citizen and ex officio members as follows: five members of the House of Delegates, to be appointed by the Speaker; four members of the Senate, to be appointed by the Senate Committee on Privileges and Elections; two nonlegislative citizens to be appointed by the Speaker, one of whom shall be a high school coach and one of whom shall be a high school principal; two nonlegislative citizens to be appointed by the Senate Committee on Privileges and Elections, one of whom shall be a rural school board member and one of whom shall be an urban school board member; and the Superintendent of Public Instruction or his designee and the Director of the Virginia High School League to serve as ex officio members. All citizen and ex officio members shall have full voting rights.

In conducting its study, the joint subcommittee shall examine the legal and ethical issues related to athletic apparel companies and other companies providing gifts to schools and individuals as a quid pro quo for some advertising benefit, such as displaying the logo on school property and having a team or teams wear the company's apparel. The joint subcommittee shall study disclosure issues, player eligibility issues, parental rights issues, school finance considerations, contract issues, and the benefits and drawbacks of advertising displays.

The direct costs of this study shall not exceed \$ 7,950.

The Division of Legislative Services shall provide staff support for the study. All agencies of the Commonwealth shall provide assistance to the joint subcommittee, upon request.

The joint subcommittee shall complete its work in time to submit its findings and recommendations to the Governor and the 2001 Session of the General Assembly as provided in the procedures of the Division of Legislative Automated Systems for the processing of legislative documents.

Implementation of this resolution is subject to subsequent approval and certification by the Joint Rules Committee. The Committee may withhold expenditures or delay the period for the conduct of the study.

INTRODUCED

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