

1 AN ACT relating to athletics and declaring an emergency.

2 *Be it enacted by the General Assembly of the Commonwealth of Kentucky:*

3 ➔SECTION 1. A NEW SECTION OF KRS CHAPTER 164 IS CREATED TO
4 READ AS FOLLOWS:

5 *As used in Sections 1 to 6 of this Act, unless context otherwise requires:*

6 *(1) "Affiliated organization" means an entity whose primary purpose includes*
7 *supporting or benefitting an institution or an institution's intercollegiate athletics*
8 *program or an officer, director, or employee of such an entity;*

9 *(2) "Agency contract" has the same meaning as in Section 7 of this Act;*

10 *(3) "Compensation" means anything of value, monetary or otherwise, including but*
11 *not limited to cash, gifts, in-kind items of value, social media compensation,*
12 *payments for licensing or use of publicity rights, payments for other intellectual*
13 *or intangible property rights under federal or state law, and any other form of*
14 *payment or remuneration, but shall exclude:*

15 *(a) Tuition, room, board, books, fees, and personal expenses that a*
16 *postsecondary educational institution provides a student athlete in*
17 *accordance with the rules of the intercollegiate athletic association of which*
18 *the institution is a member;*

19 *(b) Federal Pell Grants and other state and federal grants or scholarships*
20 *unrelated to and not awarded because of a student athlete's participation in*
21 *intercollegiate athletics or sports competitions;*

22 *(c) Any other financial aid, benefits, or awards that an institution provides a*
23 *student athlete in accordance with the rules of the intercollegiate athletic*
24 *association of which the institution is a member; or*

25 *(d) The payment of wages and benefits to a student athlete by an institution for*
26 *work actually performed, but not for athletic ability or participation in*
27 *intercollegiate athletics, at a rate commensurate with the prevailing rate for*

- 1 similar work in the locality of the institution;
- 2 (4) "Athlete agent" has the same meaning as in Section 7 of this Act;
- 3 (5) "Enrolled" has the same meaning as in Section 7 of this Act;
- 4 (6) "Image" means a picture or video of the student athlete;
- 5 (7) "Intercollegiate athletic association" or "association" means any athletic
6 association, athletic conference, or other similar organization which acts as an
7 organizing, sanctioning, scheduling, or rule-making body of intercollegiate
8 athletic events in which postsecondary educational institutions take part, or an
9 officer, director, or employee of such entities;
- 10 (8) "Intercollegiate athletics" has the same meaning as "intercollegiate sport" in
11 Section 7 of this Act;
- 12 (9) "Likeness" means a physical, digital, or other depiction or representation of the
13 student athlete;
- 14 (10) "Name" means the first, middle, or last name, or nickname of the student athlete
15 when used in a context that reasonably identifies the student athlete with
16 particularity, which may include a team number, symbol, logo, or brand;
- 17 (11) "Name, image, and likeness agreement" or "NIL agreement" means a written
18 contract or agreement between a student athlete and a third party that gives
19 compensation to the athlete in exchange for the use of the athlete's name, image,
20 or likeness;
- 21 (12) "Official team activities" means activities a postsecondary educational institution
22 requires a student athlete to participate in as part of a written team contract that
23 includes but is not limited to games, practices, exhibitions, scrimmages, trainings,
24 meetings, team appearances, team photograph and video sessions, individual
25 photograph and video sessions, media interviews and appearances, marketing
26 activities, team travel, and institutional camps and clinics;
- 27 (13) "Postsecondary educational institution" or "institution" means a public or

1 private Kentucky college, university, or community college that participates in
2 intercollegiate athletics, or an officer, director, or employee of such institutions;

3 (14) "Prevailing market rate" means a rate that is tethered to the value of the
4 consideration the student athlete provides in a NIL agreement and that is
5 reasonable based on a comparison with:

6 (a) Student athletes of similar skill and experience in that sport;

7 (b) Student athletes of similar notoriety; and

8 (c) NIL agreement compensation in similar markets;

9 (15) "Prospective student athlete" means a person who is not currently enrolled in a
10 postsecondary educational institution but has been identified by that institution
11 for possible recruitment and participation in intercollegiate athletics;

12 (16) "Recruit" or "recruitment" means to attempt to influence a person's choice of
13 postsecondary educational institution;

14 (17) "Student athlete" means a person who:

15 (a) Has entered into a contract to enroll and participate in intercollegiate
16 athletics as an athlete at an institution; or

17 (b) Is enrolled and participates as an athlete in intercollegiate athletics at an
18 institution; and

19 (18) "Third party" means a person or entity, other than an institution, affiliated
20 organization, or an association, that offers, solicits, or enters into a NIL
21 agreement.

22 ➔SECTION 2. A NEW SECTION OF KRS CHAPTER 164 IS CREATED TO
23 READ AS FOLLOWS:

24 (1) An institution or an association shall not prohibit a student athlete from lawfully
25 earning compensation through a name, image, and likeness agreement with a
26 third party or from obtaining an athlete agent and shall not penalize an athlete
27 for doing so.

1 (2) An institution shall not revoke a student athlete's scholarship or allow eligibility
2 for a scholarship to be adversely impacted because of an athlete lawfully earning
3 compensation through a NIL agreement or obtaining an athlete agent, unless the
4 athlete has violated a reasonable restriction imposed by the institution under
5 Section 4 of this Act. However, a student athlete's need-based financial assistance
6 or an academic scholarship based in part on financial need may be affected by
7 the income generated by a NIL agreement.

8 (3) An association shall not prohibit an institution from participating in
9 intercollegiate athletics due to an institution's student athlete lawfully earning
10 compensation through a NIL agreement with a third party or obtaining an
11 athlete agent and shall not penalize an institution for its student athlete doing so.

12 (4) An association or an institution may require a student athlete to waive name,
13 image, or likeness rights associated with the association or institution's
14 promotion, display, broadcast, or rebroadcast of an intercollegiate sport.

15 ➔SECTION 3. A NEW SECTION OF KRS CHAPTER 164 IS CREATED TO
16 READ AS FOLLOWS:

17 (1) A student athlete may receive compensation for the use of the athlete's name,
18 image, or likeness through a name, image, and likeness agreement with a third
19 party. Such compensation shall be consistent with prevailing market rate of the
20 authorized use of the athlete's name, image, or likeness.

21 (2) (a) A person or entity shall not give or promise compensation for the use of the
22 name, image, or likeness of a current or prospective student athlete to
23 recruit or induce the athlete to enroll at any Kentucky institution.

24 (b) A person or entity, regardless of residence, shall not give or promise
25 compensation for the use of the name, image, or likeness of a student
26 athlete enrolled at a Kentucky institution or of a prospective student athlete
27 who has entered into an enrollment contract with a Kentucky institution

1 with the purpose of recruiting or inducing the student athlete to enroll at
2 another postsecondary educational institution, regardless of the institution's
3 location.

4 (3) An institution, association, or affiliated organization shall not:

5 (a) Give or promise compensation for the use of an athlete's name, image, or
6 likeness;

7 (b) Direct compensation to be given for the use of the athlete's name, image or
8 likeness; or

9 (c) Negotiate any part of a NIL agreement on behalf of a current or prospective
10 student athlete.

11 (4) A student athlete shall not enter into a NIL agreement to receive compensation
12 from a third party relating to the endorsement or promotion of:

13 (a) Sports betting;

14 (b) A controlled substance;

15 (c) A substance the student athlete's intercollegiate athletic association forbids
16 the athlete from using;

17 (d) Adult entertainment; or

18 (e) Products or services that would be illegal for the student athlete to possess
19 or receive.

20 ➔SECTION 4. A NEW SECTION OF KRS CHAPTER 164 IS CREATED TO
21 READ AS FOLLOWS:

22 (1) Due to the critical mission of postsecondary educational institutions and the
23 importance of integrity in an institution's participation in intercollegiate
24 athletics, the governing board of an institution may adopt a policy governing the
25 name, image, and likeness agreements of the institution's student athletes. Any
26 restrictions included in the policy shall be reasonable and shall not be an undue
27 burden on the student athlete's ability to earn compensation through NIL

1 agreements. Reasonable restrictions shall be in writing and provided to all
2 student athletes. The institution's policy shall ensure the equitable enforcement
3 of restrictions. Reasonable restrictions that an institution may choose to impose
4 include but are not limited to:

5 (a) Prohibiting a student athlete from entering into a NIL agreement for
6 products or services that are reasonably considered to conflict with the
7 mission of the institution, in the same manner as any other student would
8 be prohibited;

9 (b) Forbidding or establishing the conditions for the institution's student
10 athletes' use of the institution's intellectual property, such as trademarks,
11 trade dress, and copyrights, in NIL agreement activities;

12 (c) Prohibiting a student athlete from entering into any NIL agreement that
13 would cause the athlete to miss an official team activity;

14 (d) Restricting a student athlete's NIL agreement activities during official team
15 activities;

16 (e) Requiring a student athlete to participate in official team activities pursuant
17 to the written team contract, which may include the use of the name, image,
18 or likeness of the athlete; and

19 (f) Imposing disciplinary action under team, institution, or athletic association
20 rules if a student athlete violates the provisions of Sections 1 through 6 of
21 this Act or violates a reasonable restriction.

22 (2) (a) A student athlete who wishes to enter into a NIL agreement shall submit the
23 potential agreement to an official designated by the institution in which the
24 student is enrolled in a manner designated by the institution. The institution
25 shall have up to three (3) business days to review the potential NIL
26 agreement for conflicts with the provisions of Sections 1 to 6 of this Act or
27 the institution's reasonable restrictions and provide the student athlete with

1 a written notice of any conflicts identified by the institution. The written
2 notice from the institution may include recommendations or identify
3 concerns. After any conflicts are resolved, the student athlete may then
4 enter into the agreement. Any subsequent proposed modifications to the
5 agreement shall be submitted for review in the same manner.

6 (b) The governing board of the institution shall adopt a policy to carry out the
7 provisions of this subsection that:

8 1. Designates the official to receive NIL agreement submissions;

9 2. Establishes NIL agreement review procedures;

10 3. Provides student athletes with a process to appeal conflict
11 determinations; and

12 4. Ensures review of appeals in a timely manner.

13 (3) An institution's employees, including athletics coaching staff, shall not be liable
14 for any damages to a student athlete's ability to earn compensation through a
15 NIL agreement resulting from decisions and actions routinely taken in the course
16 of intercollegiate athletics. However, nothing in this subsection shall protect the
17 institution or its employees from acts of gross negligence, or wanton, willful,
18 malicious, or intentional misconduct.

19 (4) An institution shall provide the institution's student athletes with a financial
20 literacy and life skills education workshop for a minimum of five (5) hours at the
21 beginning of the athlete's first and third academic years. The education shall, at
22 a minimum, include information concerning financial aid, debt management,
23 saving and budgeting best practices, time management, available academic
24 resources, and the skills necessary for success as a student athlete. The workshop
25 shall also provide social media and brand management education. The workshop
26 shall not include any marketing, advertising, or referral for, or solicitation by,
27 providers of financial, marketing, branding, or other NIL agreement products or

1 services.

2 (5) An institution's governing board may establish a program to provide NIL
3 agreement resources and ongoing support to the institution's student athletes.
4 The mission and the extent of the program shall be established by the governing
5 board and may include:

6 (a) Providing impartial analysis of potential NIL agreements;

7 (b) Referring third parties soliciting potential NIL agreements to student
8 athletes or their athlete agents; and

9 (c) Maintaining educational resources on name, image, and likeness for
10 student athlete use.

11 (6) An institution's governing board may establish a program to provide NIL
12 agreement resources as it relates to student athletes to the general public and
13 potential third-party licensees.

14 (7) For the purposes of the Kentucky Open Records Act, KRS 61.870 to 61.884, a
15 NIL agreement submitted pursuant to subsection (2) of this Section to a public
16 postsecondary institution and the information obtained from the agreement shall
17 be considered as containing information of a personal nature where the public
18 disclosure thereof would constitute a clearly unwarranted invasion of personal
19 privacy under KRS 61.878 and not subject to disclosure.

20 ➔SECTION 5. A NEW SECTION OF KRS CHAPTER 164 IS CREATED TO
21 READ AS FOLLOWS:

22 Nothing in Sections 1 through 6 of this Act shall be interpreted as:

23 (1) Waiving the immunity of any public postsecondary educational institution, its
24 employees, agents, or authorized volunteers;

25 (2) Granting name, image, or likeness rights or requiring compensation for the use
26 of the name, image, or likeness of any student athlete prior to the effective date of
27 this Act;

1 (3) Establishing student athletes as employees or independent contractors of an
2 institution or an association; or

3 (4) Modifying the powers or waiving the rules or regulations of the Kentucky Board
4 of Education or the agency designated to manage interscholastic athletics under
5 Section 8 of this Act.

6 ➔SECTION 6. A NEW SECTION OF KRS CHAPTER 164 IS CREATED TO
7 READ AS FOLLOWS:

8 (1) For the purposes of this section, "student-athlete" shall have the same meaning
9 as in Section 7 of this Act.

10 (2) For all student-athletes enrolled in institutions within the Commonwealth, all
11 NIL agreements and agency contracts shall be governed by the laws of the
12 Commonwealth.

13 (3) The parent or guardian of a minor student-athlete may enter the minor into a
14 NIL agreement or an agency contract on the minor's behalf. However, the minor
15 shall reaffirm the NIL agreement or agency contract within thirty (30) days of
16 reaching the age of eighteen (18) or the contract or agreement shall be revoked.

17 (4) A student-athlete shall reaffirm a NIL agreement or an agency contract, either of
18 which was formed or reaffirmed while the student-athlete was participating in
19 intercollegiate athletics at an institution, within thirty (30) days of the student-
20 athlete no longer participating in intercollegiate athletics at that institution or the
21 contract or agreement shall be revoked.

22 ➔Section 7. KRS 164.6903 is amended to read as follows:

23 As used in KRS 164.6901 to 164.6935, unless the context requires otherwise:

24 (1) "Agency contract" means an agreement in which a student-athlete authorizes a
25 person to negotiate or solicit on behalf of the student-athlete a professional-sports-
26 services contract; a name, image, and likeness agreement under Section 1 of this
27 Act; or an endorsement contract;

1 (2) "Athlete agent":

2 (a) Means an individual, whether registered under KRS 164.6901 to 164.6935 or
3 not, who:

4 1. Directly or indirectly, recruits or solicits a student-athlete to enter into an
5 agency contract or, for compensation, procures employment or offers,
6 promises, attempts, or negotiates to obtain employment for a student-
7 athlete as a professional athlete or member of a professional sports team
8 or organization;

9 2. For compensation or in anticipation of compensation related to a
10 student-athlete's participation in athletics:

11 a. Serves the student-athlete in an advisor capacity on a matter
12 related to finances, business pursuits, or career management
13 decisions, unless the individual is an employee of an educational
14 institution acting exclusively as an employee of the institution for
15 the benefit of the institution; or

16 b. Manages the business affairs of the student-athlete by providing
17 assistance with bills, payments, contracts or taxes; or

18 3. In anticipation of representing a student-athlete for a purpose related to
19 the student-athlete's participation in athletics:

20 a. Gives consideration to the student-athlete or another person;

21 b. Serves the student-athlete in an advisory capacity on a matter
22 related to finances, business pursuits, or career management
23 decisions; or

24 c. Manages the business affairs of the student-athlete by providing
25 assistance with bills, payments, contracts, or taxes; and

26 (b) Does not include an individual who:

27 1. Acts solely on behalf of a professional sports team or organization; or

- 1 2. Is a licensed, registered, or certified professional and offers or provides
2 services to a student-athlete customarily provided by members of the
3 profession, unless the individual:
- 4 a. Also recruits or solicits the student-athlete to enter into an agency
5 contract;
- 6 b. For compensation, procures employment or offers, promises,
7 attempts, or negotiates to obtain employment for the student-
8 athlete as a professional athlete or member of a professional sports
9 team or organization; or
- 10 c. Receives consideration for providing the services calculated using
11 a different method than for an individual who is not a student-
12 athlete; or
- 13 3. Is a parent or guardian of a student-athlete, unless the parent or guardian
14 for compensation, or any form of valuable consideration or reasonable
15 expectation thereof, influences or attempts to influence the student-
16 athlete to enter into an agency contract, or procures employment or
17 offers, promises, attempts, or negotiates to obtain employment for the
18 student-athlete as a professional athlete or member of a professional
19 sports team or organization;
- 20 (3) "Athletic director" means an individual responsible for administering the overall
21 athletic program of an educational institution or, if an educational institution has
22 separately administered athletic programs for male and female students, the athletic
23 program for males or the athletic program for females, as appropriate;
- 24 (4) "Contact" means a communication, direct or indirect, between an athlete agent and a
25 student-athlete, to recruit or solicit the student-athlete to enter into an agency
26 contract;
- 27 (5) "Department" means the Department of Professional Licensing in the Public

- 1 Protection Cabinet;
- 2 (6) "Educational institution" includes a public or private elementary school, secondary
3 school, technical or vocational school, community college, college, and university;
- 4 (7) "Endorsement contract" means an agreement under which a student-athlete is
5 employed or receives consideration to use on behalf of the other party any value that
6 the student-athlete may have because of publicity, reputation, following, or fame
7 obtained because of athletic ability or performance;
- 8 (8) "Enrolled" means registered for courses and attending athletic practice or class;
- 9 (9) "Intercollegiate sport" means a sport played at the collegiate level for which
10 eligibility requirements for participation by a student-athlete are established by a
11 national association that promotes or regulates collegiate athletics;
- 12 (10) "Interscholastic sport" means a sport played between educational institutions that
13 are not community colleges, colleges, or universities;
- 14 (11) "Licensed, registered, or certified professional" means an individual licensed,
15 registered, or certified as an attorney, dealer in securities, financial planner,
16 insurance agent, real estate broker or sales agent, tax consultant, accountant, or
17 member of a profession other than that of an athlete agent who is licensed,
18 registered, or certified by the state or a nationally recognized organization that
19 licenses, registers, or certifies members of the profession on the basis of experience,
20 education, or testing;
- 21 (12) "Person" means an individual, corporation, business trust, estate, trust, partnership,
22 limited liability company, association, joint venture, or government; governmental
23 subdivision, agency, or instrumentality; public corporation, or any other legal or
24 commercial entity;
- 25 (13) "Professional-sports-services contract" means an agreement under which an
26 individual is employed, or agrees to render services, as a player on a professional
27 sports team, with a professional sports organization, or as a professional athlete;

1 (14) "Record" means information that is inscribed on a tangible medium or that is stored
2 in an electronic or other medium and is retrievable in perceivable form;

3 (15) "Recruit or solicit" means to attempt to influence the choice of an athlete agent by a
4 student-athlete or, if the student-athlete is a minor, a parent or guardian of the
5 student-athlete. The term does not include giving advice on the selection of a
6 particular agent in a family, coaching, or social situation unless the individual
7 giving the advice does so because of the receipt or anticipated receipt of an
8 economic benefit, directly or indirectly, from the agent.

9 (16) "Registration" means registration as an athlete agent pursuant to KRS 164.6901 to
10 164.6935;

11 (17) "Sign" means with present intent to authenticate or adopt a record:

12 (a) To execute or adopt a tangible symbol; or

13 (b) To attach to or logically associate with the record an electronic symbol, sound,
14 or process;

15 (18) "State" means a state of the United States, the District of Columbia, Puerto Rico,
16 the United States Virgin Islands, or any territory or insular possession subject to the
17 jurisdiction of the United States; and

18 (19) "Student-athlete" means an individual who is eligible to attend an educational
19 institution and engages in, is eligible to engage in, or may be eligible in the future to
20 engage in, any interscholastic or intercollegiate sport. "Student-athlete" does not
21 include an individual permanently ineligible to participate in a particular
22 interscholastic or intercollegiate sport for that sport.

23 ➔Section 8. KRS 156.070 is amended to read as follows:

24 (1) The Kentucky Board of Education shall have the management and control of the
25 common schools and all programs operated in these schools, including
26 interscholastic athletics, the Kentucky School for the Deaf, the Kentucky School for
27 the Blind, and community education programs and services.

1 (2) The Kentucky Board of Education may designate an organization or agency to
2 manage interscholastic athletics in the common schools, provided that the rules,
3 regulations, and bylaws of any organization or agency so designated shall be
4 approved by the board, and provided further that any administrative hearing
5 conducted by the designated managing organization or agency shall be conducted in
6 accordance with KRS Chapter 13B.

7 (a) The state board or its designated agency shall assure through promulgation of
8 administrative regulations that if a secondary school sponsors or intends to
9 sponsor an athletic activity or sport that is similar to a sport for which
10 National Collegiate Athletic Association members offer an athletic
11 scholarship, the school shall sponsor the athletic activity or sport for which a
12 scholarship is offered. The administrative regulations shall specify which
13 athletic activities are similar to sports for which National Collegiate Athletic
14 Association members offer scholarships.

15 (b) Beginning with the 2003-2004 school year, the state board shall require any
16 agency or organization designated by the state board to manage interscholastic
17 athletics to adopt bylaws that establish as members of the agency's or
18 organization's board of control one (1) representative of nonpublic member
19 schools who is elected by the nonpublic school members of the agency or
20 organization from regions one (1) through eight (8) and one (1) representative
21 of nonpublic member schools who is elected by the nonpublic member
22 schools of the agency or organization from regions nine (9) through sixteen
23 (16). The nonpublic school representatives on the board of control shall not be
24 from classification A1 or D1 schools. Following initial election of these
25 nonpublic school representatives to the agency's or organization's board of
26 control, terms of the nonpublic school representatives shall be staggered so
27 that only one (1) nonpublic school member is elected in each even-numbered

1 year.

2 (c) The state board or any agency designated by the state board to manage
3 interscholastic athletics shall not promulgate rules, administrative regulations,
4 or bylaws that prohibit pupils in grades seven (7) to eight (8) from
5 participating in any high school sports except for high school varsity soccer
6 and football, or from participating on more than one (1) school-sponsored
7 team at the same time in the same sport. The Kentucky Board of Education, or
8 an agency designated by the board to manage interscholastic athletics, may
9 promulgate administrative regulations restricting, limiting, or prohibiting
10 participation in high school varsity soccer and football for students who have
11 not successfully completed the eighth grade.

12 (d) 1. The state board or any agency designated by the state board to manage
13 interscholastic athletics shall allow a member school's team or students
14 to play against students of a non-member at-home private school, or a
15 team of students from non-member at-home private schools, if the non-
16 member at-home private schools and students comply with this
17 subsection.

18 2. A non-member at-home private school's team and students shall comply
19 with the rules for student athletes, including rules concerning:

- 20 a. Age;
21 b. School semesters;
22 c. Scholarships;
23 d. Physical exams;
24 e. Foreign student eligibility; and
25 f. Amateurs.

26 3. A coach of a non-member at-home private school's team shall comply
27 with the rules concerning certification of member school coaches as

- 1 required by the state board or any agency designated by the state board
2 to manage interscholastic athletics.
- 3 4. This subsection shall not allow a non-member at-home private school's
4 team to participate in a sanctioned:
- 5 a. Conference;
6 b. Conference tournament;
7 c. District tournament;
8 d. Regional tournament; or
9 e. State tournament or event.
- 10 5. This subsection does not allow eligibility for a recognition, award, or
11 championship sponsored by the state board or any agency designated by
12 the state board to manage interscholastic athletics.
- 13 6. A non-member at-home private school's team or students may
14 participate in interscholastic athletics permitted, offered, or sponsored by
15 the state board or any agency designated by the state board to manage
16 interscholastic athletics.
- 17 (e) Every local board of education shall require an annual medical examination
18 performed and signed by a physician, physician assistant, advanced practice
19 registered nurse, or chiropractor, if performed within the professional's scope
20 of practice, for each student seeking eligibility to participate in any school
21 athletic activity or sport. The Kentucky Board of Education or any
22 organization or agency designated by the state board to manage interscholastic
23 athletics shall not promulgate administrative regulations or adopt any policies
24 or bylaws that are contrary to the provisions of this paragraph.
- 25 (f) Any student who turns nineteen (19) years of age prior to August 1 shall not
26 be eligible for high school athletics in Kentucky. Any student who turns
27 nineteen (19) years of age on or after August 1 shall remain eligible for that

1 school year only. An exception to the provisions of this paragraph shall be
2 made, and the student shall be eligible for high school athletics in Kentucky if
3 the student:

- 4 1. Qualified for exceptional children services and had an individual
5 education program developed by an admissions and release committee
6 (ARC) while the student was enrolled in the primary school program;
- 7 2. Was retained in the primary school program because of an ARC
8 committee recommendation; and
- 9 3. Has not completed four (4) consecutive years or eight (8) consecutive
10 semesters of eligibility following initial promotion from grade eight (8)
11 to grade nine (9).

12 (g) 1. The state board or any agency designated by the state board to manage
13 interscholastic athletics shall promulgate administrative regulations that
14 permit a school district to employ or assign nonteaching or noncertified
15 personnel or personnel without postsecondary education credit hours to
16 serve in a coaching position. The administrative regulations shall give
17 preference to the hiring or assignment of certified personnel in coaching
18 positions.

19 2. A person employed in a coaching position shall be a high school
20 graduate and at least twenty-one (21) years of age and shall submit to a
21 criminal background check in accordance with KRS 160.380.

22 3. The administrative regulations shall specify post-hire requirements for
23 persons employed in coaching positions.

24 4. The regulations shall permit a predetermined number of hours of
25 professional development training approved by the state board or its
26 designated agency to be used in lieu of postsecondary education credit
27 hour requirements.

1 5. A local school board may specify post-hire requirements for personnel
2 employed in coaching positions in addition to those specified in
3 subparagraph 3. of this paragraph.

4 (h) Any student who transfers enrollment from a district of residence to a
5 nonresident district under KRS 157.350(4)(b) shall be ineligible to participate
6 in interscholastic athletics for one (1) calendar year from the date of the
7 transfer.

8 ***(i) No member school shall grant a student athlete the right to use the member***
9 ***school's intellectual property, such as trademarks, school uniforms, and***
10 ***copyrights, in the student's earning of compensation through name, image,***
11 ***and likeness activities. No student athlete shall use such intellectual***
12 ***property in earning compensation through name, image, and likeness***
13 ***activities. The state board or any agency designated by the state board to***
14 ***manage interscholastic athletics shall promulgate administrative***
15 ***regulations to govern and enforce this paragraph.***

16 (3) (a) The Kentucky Board of Education is hereby authorized to lease from the State
17 Property and Buildings Commission, or others, whether public or private, any
18 lands, buildings, structures, installations, and facilities suitable for use in
19 establishing and furthering television and related facilities as an aid or
20 supplement to classroom instruction, throughout the Commonwealth, and for
21 incidental use in any other proper public functions. The lease may be for any
22 initial term commencing with the date of the lease and ending with the next
23 ensuing June 30, which is the close of the then-current fiscal biennium of the
24 Commonwealth, with exclusive options in favor of the board to renew the
25 same for successive ensuing bienniums, July 1 in each even year to June 30 in
26 the next ensuing even year; and the rentals may be fixed at the sums in each
27 biennium, if renewed, sufficient to enable the State Property and Buildings

1 Commission to pay therefrom the maturing principal of and interest on, and
2 provide reserves for, any revenue bonds which the State Property and
3 Buildings Commission may determine to be necessary and sufficient, in
4 agreement with the board, to provide the cost of acquiring the television and
5 related facilities, with appurtenances, and costs as may be incident to the
6 issuance of the bonds.

7 (b) Each option of the Kentucky Board of Education to renew the lease for a
8 succeeding biennial term may be exercised at any time after the adjournment
9 of the session of the General Assembly at which appropriations shall have
10 been made for the operation of the state government for such succeeding
11 biennial term, by notifying the State Property and Buildings Commission in
12 writing, signed by the chief state school officer, and delivered to the secretary
13 of the Finance and Administration Cabinet as a member of the commission.
14 The option shall be deemed automatically exercised, and the lease
15 automatically renewed for the succeeding biennium, effective on the first day
16 thereof, unless a written notice of the board's election not to renew shall have
17 been delivered in the office of the secretary of the Finance and Administration
18 Cabinet before the close of business on the last working day in April
19 immediately preceding the beginning of the succeeding biennium.

20 (c) The Kentucky Board of Education shall not itself operate leased television
21 facilities, or undertake the preparation of the educational presentations or
22 films to be transmitted thereby, but may enter into one (1) or more contracts to
23 provide therefor, with any public agency and instrumentality of the
24 Commonwealth having, or able to provide, a staff with proper technical
25 qualifications, upon which agency and instrumentality the board, through the
26 chief state school officer and the Department of Education, is represented in
27 such manner as to coordinate matters of curriculum with the curricula

1 prescribed for the public schools of the Commonwealth. Any contract for the
2 operation of the leased television or related facilities may permit limited and
3 special uses of the television or related facilities for other programs in the
4 public interest, subject to the reasonable terms and conditions as the board and
5 the operating agency and instrumentality may agree upon; but any contract
6 shall affirmatively forbid the use of the television or related facilities, at any
7 time or in any manner, in the dissemination of political propaganda or in
8 furtherance of the interest of any political party or candidate for public office,
9 or for commercial advertising. No lease between the board and the State
10 Property and Buildings Commission shall bind the board to pay rentals for
11 more than one (1) fiscal biennium at a time, subject to the aforesaid renewal
12 options. The board may receive and may apply to rental payments under any
13 lease and to the cost of providing for the operation of the television or related
14 facilities not only appropriations which may be made to it from state funds,
15 from time to time, but also contributions, gifts, matching funds, devises, and
16 bequests from any source, whether federal or state, and whether public or
17 private, so long as the same are not conditioned upon any improper use of the
18 television or related facilities in a manner inconsistent with the provisions of
19 this subsection.

20 (4) The state board may, on the recommendation and with the advice of the chief state
21 school officer, prescribe, print, publish, and distribute at public expense such
22 administrative regulations, courses of study, curriculums, bulletins, programs,
23 outlines, reports, and placards as each deems necessary for the efficient
24 management, control, and operation of the schools and programs under its
25 jurisdiction. All administrative regulations published or distributed by the board
26 shall be enclosed in a booklet or binder on which the words "informational copy"
27 shall be clearly stamped or printed.

1 (5) Upon the recommendation of the chief state school officer or his or her
2 designee, the state board shall establish policy or act on all matters relating to programs,
3 services, publications, capital construction and facility renovation, equipment, litigation,
4 contracts, budgets, and all other matters which are the administrative responsibility of the
5 Department of Education.

6 ➔Section 9. The General Assembly hereby declares all name, image, and likeness
7 agreements entered into pursuant to Executive Order 2021-418 to be valid for the
8 duration of one year from this Act becoming law. Upon that date, any contracts entered
9 into pursuant to the order shall become invalid but may be renewed by the student athlete
10 pursuant to the provisions of this Act. Executive Order 2021-418 is hereby nullified and
11 is of no further force or effect.

12 ➔Section 10. Whereas the successful operation of the state's postsecondary
13 educational institutions requires clear guidelines for the regulation of student athlete
14 compensation in intercollegiate athletics, an emergency is declared to exist, and this Act
15 takes effect upon its passage and approval by the Governor or upon its otherwise
16 becoming law.