

HOUSE MEMORIAL 17

57TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2026

INTRODUCED BY

Pamelya Herndon and John Block and Cynthia Borrego

A MEMORIAL

REQUESTING THE REGULATION AND LICENSING DEPARTMENT TO CONVENE A
TASK FORCE TO STUDY AND RECOMMEND A REGULATORY FRAMEWORK FOR
ACTIVITIES OR SERVICES OFFERED OR RENDERED BY PERSONS OPERATING
IN NEW MEXICO'S MOTION PICTURE, TELEVISION AND PERFORMING ARTS
INDUSTRIES.

WHEREAS, the motion picture, television and performing arts industries are important components of New Mexico's economy and workforce; and

WHEREAS, artists and performers rely on professional services to obtain employment, develop careers, manage public presence and negotiate compensation; and

WHEREAS, the term "talent management" is commonly used to describe activities or professional services provided in exchange for monetary compensation that include procuring or

1 attempting to procure for monetary compensation: employment,
2 career counseling or consulting, branding, publicity, social
3 media and digital presence management, contract-related
4 advising, referral services or casting-related services; and

5 WHEREAS, persons commonly known as "talent agents" engage
6 in procuring, offering, promising or attempting to procure
7 employment or engagements for artists or performers, whether or
8 not those persons are franchised by a labor organization; and

9 WHEREAS, persons commonly known as "talent managers", in
10 exchange for monetary compensation, but without regulatory
11 standards, provide career guidance or representation and, in
12 some cases, engage directly or indirectly in the procurement of
13 employment; and

14 WHEREAS, certain casting entities, including background
15 casting companies and independent casting services not
16 affiliated with recognized professional associations, may
17 exercise discretion without uniform oversight over performer
18 selection or placement; and

19 WHEREAS, some additional services related to talent
20 management, including public relations, publicity, social media
21 management or digital brand representation, may overlap with
22 employment procurement or contractual arrangements; and

23 WHEREAS, the lack of regulatory standards and oversight
24 has led to an unclear understanding of industry terms, creates
25 uncertainty for artists or performers, service providers and

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1 producers and may expose those in the industry to unfair
2 practices or exorbitant fees; and

3 WHEREAS, other states have enacted statutory frameworks
4 defining the titles and roles of talent agents, managers and
5 related services providers and providing oversight regarding
6 talent employment procurement; and

7 WHEREAS, New Mexico does not have a statutory framework to
8 define, delineate and, as needed, regulate industry practices,
9 but the state's motion picture, television and performing arts
10 industries could benefit from such a framework; and

11 WHEREAS, a task force convened by the regulation and
12 licensing department could study and evaluate existing gaps,
13 review industry best practices and make recommendations
14 tailored to New Mexico's motion picture, television and
15 performing arts industries;

16 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
17 REPRESENTATIVES OF THE STATE OF NEW MEXICO that the regulation
18 and licensing department be requested to convene a task force
19 by July 15, 2026 to:

20 A. study and recommend a regulatory framework for
21 activities or services offered or rendered by persons operating
22 in New Mexico's motion picture, television and performing arts
23 industries. The study should include industry-related
24 services, including talent management, talent agents, talent
25 managers, talent advisors, talent consultants, publicists,

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underscored material = new
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1 social media managers or consultants and background casting
2 services and casting entities not affiliated with the casting
3 society;

4 B. evaluate when industry-related activities or
5 services constitute the procurement of employment and warrant
6 regulation or oversight by the regulation and licensing
7 department; and

8 C. recommend statutory or administrative action to
9 promote transparency, fairness and workforce protection while
10 supporting growth in New Mexico's motion picture, television
11 and performing arts industries; and

12 BE IT FURTHER RESOLVED that the task force include:

13 A. a representative from the screen actors guild-
14 American federation of television and radio artists;

15 B. a representative from the New Mexico film
16 division of the economic development department;

17 C. a representative from the governor's council on
18 film and media industries;

19 D. a member of the New Mexico house of
20 representatives;

21 E. a member of the New Mexico senate;

22 F. a casting director accredited by the casting
23 society;

24 G. a talent agent franchised by the screen actors
25 guild-American federation of television and radio artists;

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- H. a representative from the department of justice;
- I. a representative from the Albuquerque film office;
- J. a representative from the Santa Fe film office;
- K. a representative from film Las Cruces; and
- L. a representative from the Indian affairs department; and

BE IT FURTHER RESOLVED that the task force complete its report no later than November 1, 2026 and report its findings and recommendations no later than November 30, 2026 to the governor, the legislative interim committee that studies courts, corrections and justice, the New Mexico film division of the economic development department and the executive director of the screen actors guild-American federation of television and radio artists; and

BE IT FURTHER RESOLVED that copies of this memorial be transmitted to the superintendent of regulation and licensing and the governor.

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