

LFC Requester:

Julisa Rodriguez

**AGENCY BILL ANALYSIS - 2026 REGULAR SESSION**

WITHIN 24 HOURS OF BILL POSTING, UPLOAD ANALYSIS TO

[AgencyAnalysis.nmlegis.gov](http://AgencyAnalysis.nmlegis.gov) and email to [billanalysis@dfa.nm.gov](mailto:billanalysis@dfa.nm.gov)*(Analysis must be uploaded as a PDF)***SECTION I: GENERAL INFORMATION***{Indicate if analysis is on an original bill, amendment, substitute or a correction of a previous bill}*Date Prepared: 1/28/2026

Check all that apply:

Bill Number: House Memorial 17 Original  Correction Amendment  Substitute Sponsor: Rep. Pamela HerndonShort Title: TV & Film Industry Task Force

Title: \_\_\_\_\_

Agency Name  
and Code

Number:

Person Writing

Phone: 505-274-0214Regulation & Licensing Dept.  
(RLD), 420Kevin GrahamEmail kevin.graham@rld.nm.gov**SECTION II: FISCAL IMPACT****APPROPRIATION (dollars in thousands)**

Appropriation		Recurring or Nonrecurring	Fund Affected
FY26	FY27		
N/A	N/A	N/A	N/A

**REVENUE (dollars in thousands)**

Estimated Revenue			Recurring or Nonrecurring	Fund Affected
FY26	FY27	FY28		
N/A	N/A	N/A	N/A	N/A

(Parenthesis ( ) indicate revenue decreases)

**ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)**

	FY26	FY27	FY28	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
<b>Total</b>	10	25	N/A	35	Nonrecurring	General Fund

(Parenthesis ( ) Indicate Expenditure Decreases)

## **SECTION III: NARRATIVE**

### **BILL SUMMARY**

#### Synopsis House Memorial 17 (HM 17)

HM 17 directs the Regulation and Licensing Department (RLD) to create a task force to study whether and how people working with talent in the film, television, and performing arts industries should be regulated.

HM 17 emphasizes the importance of these industries to New Mexico's economy, and that actors and other performers often rely on professionals with job titles like talent agents, managers, publicists, and consultants, to find jobs, manage their careers, and negotiate pay. However, many of these roles are not clearly defined or regulated in New Mexico, and some talent professionals may charge high fees or engage in unfair practices without oversight.

HM 17 notes that other states have laws that define and regulate talent agents, managers, and related services, but New Mexico does not. It suggests that the state could benefit from clear rules to protect artists while still supporting industry growth.

HM 17 requests that the RLD convene a task force by July 15, 2026, to:

1. Study and recommend a regulatory framework for activities and services offered or rendered by persons operating in New Mexico's motion picture, television and performing arts industries, including talent management, talent agents, talent managers, talent advisors, talent consultants, publicists, social media managers, and background casting services;
2. Determine when these services constitute the procurement of employment and warrant regulation; and
3. Recommend laws or administrative actions to promote transparency, fairness, and workforce protection while supporting growth in the industry.

The task force may recommend legal definitions for "talent agent," "talent manager," consultants, casting entities, and similar roles, which are currently unclear in New Mexico law.

The task force will include the following members:

1. A representative from the Screen Actors Guild, American Federation of Television and Radio Artists (SAG-AFTRA);
2. A representative from the New Mexico Film Office (NMFO), a division of the Economic Development Department (EDD);
3. A representative from the Governor's Council on Film and Media Industries;
4. A Representative from the New Mexico Legislature, House of Representatives;
5. A Senator from the New Mexico Legislature, Senate;
6. A casting director accredited by the Casting Society;
7. A talent agent franchised by SAG-AFTRA;
8. A representative from the Department of Justice (DOJ);
9. A representative from the Albuquerque Film Office;
10. A representative from the Santa Fe Film Office;
11. A representative from Film Las Cruces; and
12. A representative from the New Mexico Indian Affairs Department (NMIAD).

The task force must complete a report by November 1, 2026, and submit recommendations by November 30, 2026, to the governor and relevant legislative and industry entities.

## **FISCAL IMPLICATIONS**

HM 17 contains no language addressing the costs in FY27 involved for the Regulation and Licensing Department (RLD) to devote the considerable staff time and operational and infrastructure resources necessary to organize the required task force which would have a minimum of twelve (12) members, schedule and conduct meetings of the task force, carry out all necessary research and legal drafting of proposals and required report(s), and drafting of potential legislative proposals that may be recommended by the task force. The RLD anticipates that if HM 17 is adopted and the duties imposed upon the RLD are undertaken, in order to meet the tight time constraints of the Memorial it will be necessary for the RLD to begin the work necessary to organize the Task Force in FY26, requiring at least a minimal level of funding of ten thousand dollars (\$10,000) in FY26 to cover expenses related to travel and facilities usage as well as funding in FY27 in the amount of twenty-five thousand dollars (\$25,000) to cover similar costs in FY27 when the bulk of the Task Force meetings will take place as well as the research and drafting of proposals for consideration by the Task Force, and drafting and presentation of the required report.

## **SIGNIFICANT ISSUES**

An initial online search regarding the subject matter proposed to be studied by the task force indicates there are ten (10) states that currently regulate talent agents and talent agencies. Five states (5) require talent agents and agencies to be licensed or registered with the state (including California, New York, Illinois, Florida, and Massachusetts). Five (5) states have regulations for certain types of agents or agencies (Nevada, North Carolina, Pennsylvania, Utah, and Washington).

HM 17 could lead to state laws or rules governing talent agents, managers, publicists, casting services, and related professionals. Some of these professionals may eventually need licenses or be subject to oversight by a board, commission or the RLD.

## **PERFORMANCE IMPLICATIONS**

## **ADMINISTRATIVE IMPLICATIONS**

## **CONFLICT, DUPLICATION, COMPANIONSHIP, RELATIONSHIP**

## **TECHNICAL ISSUES**

## **OTHER SUBSTANTIVE ISSUES**

## **ALTERNATIVES**

## **WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL**

## **AMENDMENTS**