



## WISCONSIN LEGISLATIVE COUNCIL AMENDMENT MEMO

**2013 Senate Bill 469**

**Senate  
Amendment 1**

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2013 Senate Bill 469 establishes requirements applicable to any individual or business who solicits a fee for providing a public record. The bill defines “solicit” as “advertise or market to a person with whom the solicitor has no preexisting business relationship.”

Senate Amendment 1 replaces this definition with the following:

“Solicit” means to directly advertise or market through writing or graphics and via mail, telefax, or electronic mail to an individually identified person, residence, or business location. “Solicit” does not include any of the following:

1. Communicating through a mass advertisement, including a catalog, a radio or television broadcast, or a website.
2. Communicating via telephone, mail, or electronic communication, if initiated by the consumer.
3. Advertising and marketing to those with whom the solicitor has a preexisting business relationship.

### **Bill History**

Senate Amendment 1 was offered by Senator Olsen, the bill’s author, on January 16, 2014. On January 21, 2014, the Senate Committee on Energy, Consumer Protection, and Government Reform voted to recommend adoption of Senate Amendment 1 and passage of Senate Bill 445, as amended, on votes of Ayes, 5; and Noes, 0.

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