



1997 ASSEMBLY BILL 820

February 24, 1998 - Introduced by Representative BLACK. Referred to Committee on Elections and Constitutional Law.

1 **AN ACT to amend** 13.621 (1) (a) and 13.68 (1) (a) (intro.) and 5. of the statutes;
2 **relating to:** reporting requirements for certain paid advertising under the
3 lobbying regulation law.

Analysis by the Legislative Reference Bureau

Under current law, any person who employs another person for the purpose of attempting to influence the state lawmaking process or the state administrative rule-making process by oral or written communication with an elective state official, state agency official or legislative employe is required to register as a principal with the state ethics board and to file semiannual reports of its activities, unless the person is exempt from registration or reporting under one of several general exemptions. One exemption makes registration and reporting requirements inapplicable to communications through communications media to audiences made up principally of persons other than legislators or state agency officials. However, under another provision of the law, if a principal makes expenditures or incurs obligations for the purpose of attempting to influence lawmaking or administrative rule making by oral or written communication with an elective state official, state agency official or legislative employe and the expenditures or obligations also involve paid advertising or other activities conducted for the purpose of urging members of the general public to attempt to influence lawmaking or administrative rule making, a principal must report the expenditures and obligations if the aggregate total amount of those expenditures and obligations exceeds \$500 during a 6-month reporting period.

This bill requires a principal who is subject to registration and reporting requirements to report any expenditures or obligations for paid advertising to influence or to urge members of the general public to attempt to influence lawmaking or administrative rule making, if the aggregate total amount of those expenditures

and obligations exceeds \$500 during a 6-month reporting period. The bill also provides that the general reporting exemption does not negate this requirement.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

1 **SECTION 1.** 13.621 (1) (a) of the statutes is amended to read:

2 13.621 (1) (a) ~~Lobbying~~ Except as provided in s. 13.68 (1) (a) 5., lobbying
3 through communications media or by public addresses to audiences made up
4 principally of persons other than legislators or agency officials.

5 **SECTION 2.** 13.68 (1) (a) (intro.) and 5. of the statutes are amended to read:

6 13.68 (1) (a) (intro.) The aggregate total amount of lobbying expenditures made
7 and obligations incurred for lobbying activities and of expenditures made and
8 obligations incurred under subd. 5 by the principal and all lobbyists for the principal,
9 excluding lobbying expenditures and obligations specified in pars. (b), (d) and (e).
10 With respect to expenditures and obligations included in the amount reported under
11 this paragraph:

12 5. ~~Lobbying expenditures~~ Expenditures made and obligations incurred to
13 make expenditures for paid advertising and any intended to influence legislative or
14 administrative action or to influence members of the general public to attempt to
15 influence legislative or administrative action or for other activities that are
16 conducted for the purpose of urging members of the general public to attempt to
17 influence legislative or administrative action shall be included in the aggregate total,
18 if the total amount of all such ~~lobbying~~ expenditures made and obligations incurred
19 exceeds \$500 during the reporting period.

20 **SECTION 3. Initial applicability.**

