



1997 SENATE BILL 439

February 4, 1998 – Introduced by Senators RISSER, WELCH and BURKE, cosponsored by Representatives GROTHMAN, R. YOUNG, BLACK, OTTE and F. LASEE. Referred to Committee on Judiciary, Campaign Finance Reform and Consumer Affairs.

1 **AN ACT to create** 565.32 (2m) of the statutes; **relating to:** advertising of the state
2 lottery.

Analysis by the Legislative Reference Bureau

Under current law, the department of revenue (DOR) and any other state agency are prohibited from engaging in any promotional advertising of the state lottery or any multistate lottery in which the state participates. Promotional advertising is defined as advertising which is for the purpose of inducing persons to purchase lottery tickets or lottery shares. But DOR and other state agencies are not prohibited from engaging in advertising that is designed to provide the public with general information about the state lottery, the state's participation in a multistate lottery, the location where lottery tickets and lottery shares may be purchased, the price of lottery tickets and lottery shares and the prize structure of the lottery games.

This bill provides that DOR and other state agencies may only engage in such informational advertising by positing one or more signs at locations at which lottery retailers sell lottery tickets or lottery shares.

For further information see the *state and local* fiscal estimate, which will be printed as an appendix to this bill.

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

3 **SECTION 1.** 565.32 (2m) of the statutes is created to read:

