2001 ASSEMBLY BILL 315

April 12, 2001 – Introduced by Representatives Grothman, Albers, Berceau, Bock, Gundrum, Johnsrud, D. Meyer, Miller, Owens, Pettis, Plouff, Riley, Ryba, Suder, Walker and Ziegelbauer, cosponsored by Senators Risser, Huelsman, Roessler and Welch. Referred to Committee on State Affairs.

- 1 AN ACT *to create* 565.32 (1m) 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 that is for the purpose of inducing persons to purchase lottery tickets or lottery shares. DOR and other state agencies, however, 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 lottery games.

This bill provides that DOR and other state agencies may only engage in this informational advertising by posting one or more signs at locations at which lottery retailers sell lottery tickets or lottery shares. The bill also reduces the amounts appropriated in the 2001–03 fiscal biennium to DOR for the informational advertising.

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:

ASSEMBLY BILL 315

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SECTION 1. 565.	.32 (IM) or the	statutes	ıs	created	to read
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565.32 (1m) RESTRICTIONS ON ADVERTISING OF LOTTERY. If the department or other state agency engages in advertising of the state lottery or a multistate lottery in which the state participates, other than promotional advertising prohibited under sub. (1), the department or any other state agency may only engage in the advertising by posting one or more signs at locations at which lottery retailers sell lottery tickets or lottery shares.

SECTION 2. Appropriation changes.

(1) In the schedule under section 20.005 (3) of the statutes for the appropriation to the department of revenue under section 20.566 (8) (q) of the statutes, as affected by the acts of 2001, the dollar amount is decreased by \$2,304,000 for fiscal year 2001–02 and the dollar amount is decreased by \$4,608,000 for fiscal year 2002–03 to decrease funding for state advertising of the state lottery or any multistate lottery in which the state participates.

SECTION 3. Effective date.

(1) This act takes effect on September 1, 2001, or on the day after publication, whichever is later.

18 (END)