

Senate

Record of Committee Proceedings

Committee on Public Health, Senior Issues, Long Term Care and Privacy

Senate Bill 118

Relating to: advertising for prescription drugs.

By Senators Carpenter, Robson, Hansen, Lehman, Miller and Coggs; cosponsored by Representatives Sherman, Benedict, Zepnick, Pocan, Turner, Hilgenberg, Jorgensen, Hahn, Travis, Vruwink, A. Williams, Black, Berceau, Musser, Smith, Molepske and Sinicki.

March 28, 2007 Referred to Committee on Public Health, Senior Issues, Long Term Care and Privacy.

August 15, 2007 **PUBLIC HEARING HELD**

Present: (4) Senators Carpenter, Coggs, Kreitlow and Cowles.

Absent: (1) Senator Schultz.

Appearances For

- Judy Kelly, Madison — 77th Assembly District
- Tim Carpenter, Milwaukee — Senator, 3rd Senate District
- Tom Frazier, Madison — CWAG

Appearances Against

- Robert Dreps, Dane — Wisc. Broadcasters Assoc.
- Robert Weinstein, Onalaska — Wisc. Broadcasters Assoc.
- Don Rosette, Milwaukee — WBA/Milwaukee Radio Alliance
- Pete Christianson, Madison — Wisc. Newspaper Assoc.
- Stefanie Doebler, Washington — PHARMA
- Steve Foti, Madison — PHARMA
- Michelle Vetterkind, Dane — Wisc. Broadcasters Assoc.

Appearances for Information Only

- Jim Rabbitt, Madison — DATCP

Registrations For

- None.

Registrations Against

- Marilyn Vetter, New Richmond — Takeda Pharmaceuticals

- Kathi Kilgore, Madison — Outdoor Advertising Assoc. of Wisconsin
- Dan Schwartzer, Madison — Wisc. PPO Assoc.
- Kevin Johnson, Hopkins — Astra Zeneca
- Bryon Wornson, Madison — Pfizer
- R.J. Pircot, Madison — Wisc. Manufacturers and Commerce

Registrations for Information Only

- Jeremy Levin, Madison — Wisc. Medical Society

March 13, 2008

Failed to pass pursuant to Senate Joint Resolution 1.

Russell DeLong
Committee Clerk