



1995 ASSEMBLY BILL 686

November 21, 1995 - Introduced by Representatives GROTHMAN, BALDUS, BLACK, BOCK, KELSO, F. LASEE, OTTE, WALKER, WILDER, R. YOUNG and ZIEGELBAUER, cosponsored by Senators PANZER and BURKE. Referred to Joint committee on Finance.

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 gaming commission 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 the gaming commission 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 the gaming commission 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:
4 565.32 **(2m)** RESTRICTIONS ON ADVERTISING OF LOTTERY. The commission or any
5 other state agency may only engage in advertising of the state lottery or any

1 multistate lottery in which the state participates by posting one or more signs at
2 locations at which lottery retailers sell lottery tickets or lottery shares.

3 **SECTION 2. Appropriation changes.**

4 (1) In the schedule under section 20.005 (3) of the statutes for the appropriation
5 to the gaming commission under section 20.197 (1) (q) of the statutes, as affected by
6 the acts of 1995, the dollar amount is decreased by \$2,304,000 for fiscal year 1995-96
7 to decrease funding for state advertising of the state lottery or any multistate lottery
8 in which the state participates.

9 (2) In the schedule under section 20.005 (3) of the statutes for the appropriation
10 to the department of revenue under section 20.566 (8) (q) of the statutes, as affected
11 by the acts of 1995, the dollar amount is decreased by \$4,608,000 for fiscal year
12 1996-97 to decrease funding for state advertising of the state lottery or any
13 multistate lottery in which the state participates.

14 (END)