



## 2007 SENATE BILL 125

April 3, 2007 – Introduced by Senators MILLER, ROBSON, ERPENBACH, LEHMAN, RISSER and LASSA, cosponsored by Representatives TURNER, NASS, BERCEAU, ALBERS, HILGENBERG, A. OTT, SINICKI, KERKMAN, POCAN, JESKEWITZ, SHERIDAN, BIES, GUNDERSON, MUSSER and HIXSON. Referred to Committee on Small Business, Emergency Preparedness, Workforce Development, Technical Colleges and Consumer Protection.

1     **AN ACT to create** 100.55 of the statutes; **relating to:** solicitations for the renewal  
2     of a subscription to a periodical.

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***Analysis by the Legislative Reference Bureau***

This bill regulates solicitations to renew a subscription to a periodical. Under the bill, no person may send a mailing soliciting a renewal to a periodical (renewal solicitation) more than six months before the expiration date of the subscriber's current subscription. Also under the bill, a renewal solicitation must indicate the date on which the subscriber's current subscription will expire. The bill authorizes a person injured by a violation of the provisions of the bill to sue the violator for damages, and authorizes the Department of Agriculture, Trade and Consumer Protection to bring an enforcement action against a violator.

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

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

3     **SECTION 1.** 100.55 of the statutes is created to read:  
4     **100.55 Periodicals; renewal solicitations.** (1) In this section, "periodical"  
5     means a newspaper, magazine, newsletter, or similar publication that is published  
6     at least 2 times per year and delivered to a subscriber.

