

1 AN ACT concerning regulation.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Public Utilities Act is amended by adding
5 Section 5-201.5 as follows:

6 (220 ILCS 5/5-201.5 new)

7 Sec. 5-201.5. Full disclosure in advertising.

8 (a) For purposes of this Section, a "utility voice group"
9 means any organization, corporation, or association that
10 receives more than 50% of its annual funding directly from a
11 utility or parent or sister company of a utility regulated
12 under the Public Utilities Act, except that money received as a
13 result of a legal settlement, foundation grant, or
14 administrative decision or other judicial decision shall not be
15 included in such calculation.

16 (b) All advertising, including without limitation print
17 and radio advertising, by a utility voice group through any
18 medium relating to the positions, proposals, or conduct of the
19 utility or parent or sister company funding more than 50% of
20 the utility voice group must prominently include the name and
21 address of that utility or parent or sister company, or both,
22 providing the funding.

23 (c) Television, internet, or any other advertising medium

1 using video must have a clear audio-visual statement that
2 prominently includes the name and address of the utility or
3 parent or sister company funding more than 50% of the utility
4 voice group and must prominently include the name and address
5 of that utility or parent or sister company, or both, providing
6 the funding. The statement must:

7 (1) include an unobscured, full-screen view of a person
8 making the statement or a voice-over accompanied by a
9 clearly identifiable photographic or similar image of the
10 person making the statement; and

11 (2) appear in writing at the end of the communication
12 in a clearly readable manner with a reasonable degree of
13 color contrast between the background and the printed
14 statement for a period of at least 4 seconds.

15 (d) A utility voice group must disclose to the Commission
16 on a semi-annual basis on a form prepared by the Commission a
17 listing of all financial contributors. Each disclosure shall be
18 posted on the Commission's web site within 48 hours of receipt
19 and shall be available to the public.

20 Section 99. Effective date. This Act takes effect upon
21 becoming law.