



Rep. George Scully Jr.

Filed: 4/26/2007

09500HB2072ham001

LRB095 01544 MJR 35319 a

1 AMENDMENT TO HOUSE BILL 2072

2 AMENDMENT NO. _____. Amend House Bill 2072 by replacing
3 everything after the enacting clause with the following:

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

1 and radio advertising, by a utility voice group through any
2 medium relating to the positions, proposals, or conduct of the
3 utility or parent or sister company funding more than 50% of
4 the utility voice group must prominently include the name and
5 address of that utility or parent or sister company, or both,
6 providing the funding.

7 (c) Television, internet, or any other advertising medium
8 using video must have a clear audio-visual statement that
9 prominently includes the name and address of the utility or
10 parent or sister company funding more than 50% of the utility
11 voice group and must prominently include the name and address
12 of that utility or parent or sister company, or both, providing
13 the funding. The statement must:

14 (1) include an unobscured, full-screen view of a person
15 making the statement or a voice-over accompanied by a
16 clearly identifiable photographic or similar image of the
17 person making the statement; and

18 (2) appear in writing at the end of the communication
19 in a clearly readable manner with a reasonable degree of
20 color contrast between the background and the printed
21 statement for a period of at least 4 seconds.

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

1 Section 99. Effective date. This Act takes effect upon
2 becoming law.".