

CHAPTER 1225
PUBLIC UTILITY ADVERTISING
H.F. 2068

AN ACT requiring certain public utilities to include in each of their ads a listing of the percentage of the ad's expenses which are to be charged to customers and the percentages which are to be charged to the stockholders.

Be It Enacted by the General Assembly of the State of Iowa:

Section 1. Section 476.18, subsection 3, Code Supplement 1983, is amended by adding the following new unnumbered paragraph:

NEW UNNUMBERED PARAGRAPH. Every ad which is published, broadcast, or otherwise displayed or disseminated to the public by a public utility which is to be charged to the customers of the public utility and which is not required by the commerce commission or by other state or federal regulation shall include a statement in the ad that the costs of the ad are being charged to the customers of the public utility. This paragraph does not apply to a utility's product or service that is or becomes subject to competition as determined by the commerce commission.

Approved May 8, 1984