

Introduced: 2/25/74  
Referred: Commerce and  
Judiciary

1 IN THE HOUSE

BY PARKER AND HUBER

2 HOUSE BILL NO. 741

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 EIGHTH LEGISLATURE - SECOND SESSION

5 A BILL

6 For an Act entitled: "An Act prohibiting unnecessary advertising by  
7 public utilities."

8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

9 \* Section 1. AS 42.05 is amended by adding a new section to read:

10 Sec. 42.05.695. UNNECESSARY ADVERTISING BY PUBLIC UTILITIES.

11 (a) A public utility which (1) furnishes electrical service or  
12 telecommunications service to the public for compensation, and (2) is  
13 regulated by the state under this chapter, may not engage in unneces-  
14 sary advertising.

15 (b) A violation of this section may be enjoined by the superior  
16 court. A public utility which violates this section is subject to a  
17 fine of not more than \$1,000.

18 (c) In this section, "unnecessary advertising" means publication  
19 and promotion in or through a newspaper, magazine, broadcast facility  
20 or billboard which circulates, broadcasts or is located in the state  
21 which serves primarily (1) to enhance the attitude of the public toward  
22 the public utility, or (2) to encourage the consumption or use of the  
23 product or service of the utility.

24 (d) The Public Utilities Commission shall adopt regulations to  
25 set out guidelines for content and form of unnecessary advertising.

26 (e) The provisions of this section do not apply to

27 (1) informational advertising, the only function of which is  
28 to inform the public of changes in service, product or facility;

29 (2) magazines, newsletters or other information solely for

1 distribution to employees or shareholders of the public utilities; or

2 (3) public service advertising which is offered and provided  
3 free of charge to the public utility.  
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