

## 1999 ASSEMBLY BILL 509

October 5, 1999 – Introduced by Representatives WASSERMAN, MUSSER, BERCEAU, BLACK, BOCK, GRONEMUS, GUNDERSON, JESKEWITZ, MILLER, PLOUFF, REYNOLDS, SCHNEIDER, SINICKI, TURNER, WAUKAU, RILEY and COLON, cosponsored by Senators JAUCH, ROSENZWEIG, DARLING, ERPENBACH, PLACHE, ROESSLER and ROBSON. Referred to Committee on Information Policy.

1     **AN ACT** *to amend* 196.219 (2) (b) and 196.219 (2) (c); and *to create* 196.219 (2)  
2           (cm) and 196.219 (3m) of the statutes; **relating to:** requiring certain  
3           disclosures in advertising per-minute rates for long distance service and  
4           providing a penalty.

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### *Analysis by the Legislative Reference Bureau*

This bill prohibits a telecommunications provider from advertising a per-minute rate for residential or business long distance service unless the advertisement clearly and conspicuously discloses all conditions, restrictions and charges associated with using the long distance service, including whether the rate is an introductory rate, and discloses the per-minute cost of the long distance service to an average residential or business customer of the telecommunications provider. In addition, if the per-minute rate is an introductory rate, the advertisement must clearly and conspicuously disclose the period during which the introductory rate is in effect and the rate that will be charged at the expiration of the introductory rate.

The bill also requires a telecommunications provider that charges a rate for long distance service that is not a per-minute rate to clearly and conspicuously disclose on the bill for the service the per-minute cost of the service under the rate that is charged.

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

**ASSEMBLY BILL 509**

1           **SECTION 1.** 196.219 (2) (b) of the statutes is amended to read:

2           196.219 **(2)** (b) On petition, the commission may, except as provided in par.  
3 (cm). grant an exemption from a requirement under this section upon a showing that  
4 the exemption is reasonable and not in conflict with the factors under s. 196.03 (6).

5           **SECTION 2.** 196.219 (2) (c) of the statutes is amended to read:

6           196.219 **(2)** (c) On petition, the commission may, except as provided in par. (cm).  
7 grant an exemption from a requirement under this section retroactively if the  
8 application of the requirement would be unjust and unreasonable considering the  
9 factors under s. 196.03 (6) or other relevant factors.

10          **SECTION 3.** 196.219 (2) (cm) of the statutes is created to read:

11          196.219 **(2)** (cm) The commission may not grant an exemption from the  
12 requirements of sub. (3m).

13          **SECTION 4.** 196.219 (3m) of the statutes is created to read:

14          196.219 **(3m)** PER-MINUTE LONG DISTANCE ADVERTISING. (a) In this subsection,  
15 “long distance” means interstate or intrastate interlata long distance within the  
16 continental United States.

17          (b) A telecommunications provider may not advertise a per-minute rate for  
18 long distance service unless the advertisement clearly and conspicuously discloses  
19 each of the following:

20           1. All conditions, restrictions and charges associated with using the long  
21 distance service, including whether the per-minute rate is an introductory rate.

22           1m. If the per-minute rate is an introductory rate, the period during which the  
23 introductory rate is in effect and the rate that will be charged at the expiration of the  
24 introductory period.

