

WHEREAS, State commissions have experienced a significant increase in the number of consumer contacts due to consumer confusion regarding advertising for telecommunications services; and

WHEREAS, State commissions have identified instances where some companies are willing to take advantage of consumers' confusion through questionable practices such as unclear or misleading advertising; and

WHEREAS, State commissions recognize that the ability of consumers to make rational, informed choices among telecommunications offerings relies on accurate, understandable, and comparable advertising; and

WHEREAS, The FCC and the FTC, in a joint policy statement issued February 29, 2000, have adopted principles which encourage accurate and understandable advertising, including:

- Advertising must be truthful, non-misleading, and substantiated;
- Advertising must disclose all costs associated with the advertised services; and
- Any basis for comparative price claims must be disclosed.

WHEREAS, The joint FCC/FTC policy statement does not interfere with related State initiatives to eliminate such practices, explicitly stating that it does not preempt existing State law; *now therefore be it*

RESOLVED, That the Board of Directors of National Association of Regulatory Utility Commissioners (NARUC) convened in its March 2000 Winter Meeting in Washington,

D.C., supports and commends the FCC and the FTC for their efforts in addressing truth-in-advertising issues; *and be it further*

RESOLVED, That NARUC supports the principles outlined in the FCC and FTC joint policy statement issued February 29, 2000; *and be it further*

RESOLVED, That NARUC commends both the FCC and FTC for implicitly recognizing, by stating that it does not preempt existing State law, that consumers benefit when Federal and State governments work together cooperatively; *and be it further*

RESOLVED, That the NARUC urges State and Federal regulators to take all necessary action to ensure information in telecommunications advertising is accurate, understandable, and comparable.

Sponsored by the Committee on Consumer Affairs

Adopted by the NARUC Board of Directors, March 8, 2000.