**Section 757.220 UTSAP Contribution Solicitation and Program Publicity**

a) All LECs shall publicize the UTSAP to encourage contributions.

1) Annually, each LEC shall notify its local exchange service customers that they may elect to participate in the funding of UTSAP by electing to contribute, on a monthly basis, a fixed amount to be included in monthly bills until canceled by the customer.

2) The customer notification specified in subsection (a)(1) shall be in the form of an insert in the customer bill. The mailing will specify fixed monthly amounts from which customers wishing to contribute may choose. In addition, the bill insert shall contain a phone number, post card or a mailing address that the customer may use to contact the LEC in order to initiate monthly contribution billing.

3) On an ongoing basis, at least once each quarter, each LEC shall solicit UTSAP contributions from its local exchange service customers through bill inserts, news releases, LEC publications or other suitable means.

4) The LEC will inform customers that they may contribute to UTSAP in connection with all orders for new service installation or move of service within the LEC's territory.

b) Each LEC shall publicize, in all of its exchanges, each local exchange service program offered by the LEC under this Subpart C at least once each calendar quarter. These advertisements may appear in press releases, brochures, bill inserts, LEC publications, newspapers, radio, television and/or any other suitable means in the LEC's service territory.

(Source: Amended at 42 Ill. Reg. 16417, effective August 15, 2018)