

# MAINE STATE LEGISLATURE

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ONE HUNDRED AND SEVENTH LEGISLATURE

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Legislative Document

No. 1580

H. P. 1284

House of Representatives, April 2, 1975

On Motion of Mr. Kelleher of Bangor, referred to Committee on Public Utilities. Sent up for concurrence and ordered printed.

EDWIN H. PERT, Clerk

Presented by Mr. Jensen of Portland.

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STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SEVENTY-FIVE

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**AN ACT to Remove the Expenses of Promotional Advertising from the  
Determination of Electric Utility Rates.**

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Be it enacted by the People of the State of Maine, as follows:

35 MRSA § 72 is enacted to read:

§ 72. Promotional advertising

In determining reasonable and just rates, tolls and charges for any public utility engaged in making, selling, distributing and supplying electricity for lighting, heating or other public purposes, the commission shall not include any expenses for or related to promotional advertising intended or designed to increase the sale or use of electricity or intended or designed to enhance or promote the name or reputation of the public utility.

STATEMENT OF FACT

The purpose of this bill is to remove expenses for promotional advertising designed or intended to increase the use of electricity or enhance the image of the utility from the determination of utility rates for electric utilities. The cost of such advertising should be borne by the stockholders and not the consumers and, in this time of energy shortages and increasing costs, such advertising should be discouraged.