

# MAINE STATE LEGISLATURE

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STATE OF MAINE  
HOUSE OF REPRESENTATIVES  
107TH LEGISLATURE

(Filing No. H-475)

HOUSE AMENDMENT "A" to H.P. 1306, L.D. 1590, Bill, "AN ACT Relating to Utility Rate-making Treatment of Certain Advertising and Sales Promotion Expenses of Electrical Companies."

Amend said Bill in the Title by striking out the words "Electrical Companies" and inserting in place thereof the words 'Certain Public Utilities'

Further amend said Bill by striking out everything after the amending clause and inserting in place thereof the following:

'§51-A. Sales promotion or advertising expenses

In determining the revenue requirement under section 51 of any public utility except common carriers, wharfingers and warehousemen, as defined in section 15, the commission shall not include therein any sales promotion or advertising expenses, unless such expenses are established by the utility to promote public safety, public health or energy conservation or, unless such expenses are established by the utility to inform the utility's customers of service options available to them, of scheduled service interruptions or of hearings in pending regulatory proceedings. In no event shall the commission include in such expenses any institutional advertising or sales promotion expense, expenses tending to promote the construction of nuclear generating facilities or the power generated thereby. For purposes of this section, "institutional advertising expense" shall include,

but not be limited to, the expenses of any advertising which enhances or is designed to enhance the image of the <sup>public</sup> utility.

Statement of Fact

The purpose of this amendment is to provide broader coverage under the bill.

Filed by Mr. Kelleher of Bangor.

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