

MAINE STATE LEGISLATURE

The following document is provided by the
LAW AND LEGISLATIVE DIGITAL LIBRARY
at the Maine State Law and Legislative Reference Library
<http://legislature.maine.gov/lawlib>



Reproduced from scanned originals with text recognition applied
(searchable text may contain some errors and/or omissions)

ONE HUNDRED AND SEVENTH LEGISLATURE

Legislative Document

No. 1590

H. P. 1306

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 Mrs. Post of Owls Head.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-FIVE

AN ACT Relating to Utility Rate-making Treatment of Certain Advertising and Sales Promotion Expenses of Electrical Companies.

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

35 MRSA § 51-A is enacted to read:

§ 51-A. Sales promotion or advertising expenses

In determining the revenue requirement of any electrical company under section 51, the commission shall not include therein any sales promotion or advertising expenses, unless such expenses are established by the company to promote public safety, public health or energy conservation or unless such expenses are established by the company to inform the company'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 company.

STATEMENT OF FACT

The purpose of this bill is to limit the sales promotion and advertising expense, which is passed on to electrical company customers in rate proceedings to expenses which promote the public safety, public health, energy conservation or inform the company ratepayers of service options, service interruptions or regulatory hearings.