

MAINE STATE LEGISLATURE

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ONE HUNDRED AND EIGHTH LEGISLATURE

Legislative Document

No. 965

H. P. 778

House of Representatives, March 10, 1977

Referred to Committee on Public Utilities. Sent up for concurrence and 1,800 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-SEVEN

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.