

1 Q. Provide details of regulated and non-regulated expenses incurred for:
2 charitable donations, advertising, and community relations for each year of
3 the period 1998 to 2002 and forecast for 2003 and 2004 (Finance and
4 Corporate Services evidence, Schedule II, line 31).

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7 A. Hydro does make a number of donations each year but none are included in
8 regulated expenses.

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10 The attached schedule provides details of the advertising expenses incurred
11 during the period 1998 to 2002 and includes tender ads, power outages,
12 recruitment, etc. The forecast for 2003 and 2004 is also attached.

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14 Provision of information on non-regulated expenses requested is not
15 necessary to understand the matters to be considered in this proceeding.

Newfoundland & Labrador Hydro Advertising Expense

Division	1998	Cost Explanation
Finance	\$10,205.13	Advertising
Human Resources	\$5,970.31	Local Advertising Recruiting
	\$23,413.14	Purchasing & Administration Advertising
TRO	\$457.50	Advertising & Announcemments Northern Terminals
	\$997.75	Advertising & Announcemments Lance au Loup Distribution
	\$479.96	Advertising Central Region Common
	\$1,381.14	Announcements & Advertising Central Maintenance
	\$360.00	Announcements & Advertising Western Distribution
	\$11,136.75	Announcements & Advertising Central Distribution Interconnected
	\$342.50	Advertising & Announcemments Labrador Region Common
	\$2,768.50	Advertising & Announcemments Labrador Distribution Interconnected
	\$561.21	Advertising & Announcemments Labrador West Distribution
	\$160.20	Advertising & Announcemments Labrador Generation
	\$119.10	Advertising & Announcemments Northern Administration
	\$4,713.00	Advertising & Announcemments Northern Distribution Interconnected
	\$1,815.00	Advertising & Announcemments Northern Transmission
	\$92.58	Advertising & Announcemments Northern Region Common
	\$87.50	Advertising & Announcemments Northern Region Mary's Hr. Plant
	\$170.75	Advertising & Announcemments Northern Region Charlottetown Plant
	\$72.00	Advertising & Announcemments Central Region Lapoile Plant
	\$360.00	Advertising & Announcemments Central Region Ramea Plant
	\$179.25	Advertising & Announcemments Northern Region St. Lewis Plant
	\$834.00	Advertising & Announcemments Northwest Terminals
Total	<u>\$66,677.27</u>	

Newfoundland & Labrador Hydro Advertising Expense

Division	1999	Cost Explanation
Finance	\$19,648.01	Advertising
Human Resources	\$13,881.17	Local Advertising Recruiting
	\$23,110.86	Purchasing & Administration Advertising
TRO	\$613.96	Advertising Central Region Common
	\$588.00	Public Announcements Central Terminal Stations
	\$1,872.65	Announcements & Advertising Central Transmission
	\$12,235.00	Announcements & Advertising Central Distribution Interconnected
	\$240.00	Announcements & Advertising Central Distribution Isolated
	\$2,302.80	Advertising & Announcements Labrador Region Common
	\$239.12	Advertising & Announcements Labrador West Distribution
	\$250.02	Advertising & Announcements Labrador City Distribution
	\$3,498.20	Advertising & Announcements Labrador Distribution Interconnected
	\$238.00	Advertising & Announcements Labrador Generation Interconnected
	\$87.50	Advertising & Announcements Northern Generation Isolated
	\$997.75	Advertising & Announcements Lance au Loup Distribution
	\$4,833.00	Advertising & Announcements Northern Distribution Interconnected
	\$1,106.50	Advertising & Announcements Northern Transmission
	\$300.00	Advertising & Announcements Northern Region Common
Total	<u>\$86,042.54</u>	

Newfoundland & Labrador Hydro Advertising Expense

Division	2000	Cost Explanation
Finance	\$27,029.18	Advertising
Human Resources	\$7,293.38	Local Advertising Recruiting
	\$1,316.00	Promotion & Training
	\$19,687.57	Purchasing & Administration Advertising
TRO	\$120.00	Advertising Central Region Common
	\$640.00	Public Announcements Central Terminal Stations
	\$120.00	Announcements Central Isolated Diesel
	\$3,308.31	Announcements & Advertising Central Transmission
	\$16,014.00	Announcements & Advertising Central Distribution Interconnected
	\$588.00	Announcements & Advertising Central Distribution Isolated
	\$3,258.20	Advertising & Announcements Labrador Region Common
	\$256.40	Advertising & Announcements Labrador West Distribution
	\$526.00	Advertising & Announcements Labrador City Distribution
	\$3,026.00	Advertising & Announcements Labrador Distribution Interconnected
	\$389.50	Advertising & Announcements Lance au Loup Distribution
	\$5,249.00	Advertising & Announcements Northern Distribution Interconnected
	\$1,826.25	Advertising & Announcements Northern Transmission
	\$287.21	Advertising & Announcements Northern Region Common
Total	<u>\$90,935.00</u>	

Newfoundland & Labrador Hydro Advertising Expense

Division	2001	Cost Explanation
Finance	\$27,475.59	Advertising
Human Resources	\$10,094.87	Local Advertising Recruiting
	\$1,159.00	Promotion & Training
	\$17,362.19	Purchasing & Administration Advertising
TRO	\$1,200.00	Public Announcements Central Terminal Stations
	\$5,051.20	Announcements & Advertising Central Transmission
	\$13,325.00	Announcements & Advertising Central Distribution Interconnected
	\$120.00	Announcements & Advertising Central Distribution Isolated
	\$4,896.25	Advertising & Announcements Labrador Region Common
	\$302.00	Advertising & Announcements Labrador West Distribution
	\$159.40	Advertising & Announcements Labrador City Distribution
	\$114.84	Advertising & Announcements Labrador Distribution Interconnected
	\$75.00	Advertising & Announcements Northern Generation Interconnected
	\$79.00	Advertising & Announcements Northern Distribution Isolated
	\$302.00	Advertising & Announcements Northern Generation Isolated
	\$1,320.50	Advertising & Announcements Lance au Loup Distribution
	\$5,007.25	Advertising & Announcements Northern Distribution Interconnected
	\$1,308.50	Advertising & Announcements Northern Transmission
	\$258.50	Advertising & Announcements Northern Region Common
Total	<u>\$89,611.09</u>	

Newfoundland & Labrador Hydro Advertising Expense

Division	2002	Cost Explanation
Finance	\$41,436.17	Advertising
Human Resources	\$11,717.92	Local Advertising Recruiting
	\$17,716.62	Purchasing & Administration Advertising
TRO	\$5,045.65	Announcements & Advertising Central Transmission
	\$10,067.00	Announcements & Advertising Central Distribution Interconnected
	\$400.00	Announcements & Advertising Central Distribution Isolated
	\$4,256.85	Advertising & Announcements Labrador Region Common
	\$286.80	Advertising & Announcements Labrador City Distribution
	\$150.00	Advertising & Announcements Lance au Loup Distribution
	\$2,774.17	Advertising & Announcements Northern Distribution Interconnected
	\$1,100.00	Advertising & Announcements Northern Transmission
	\$137.40	Advertising & Announcements Northern Region Common
Total	<u>\$95,088.58</u>	

Newfoundland & Labrador Hydro Advertising Expense

Division	2003 Forecast	Cost Explanation
Finance	\$64,000.00	Advertising
Human Resources	\$14,800.00	Local Advertising Recruiting
	\$1,000.00	Promotion & Training
	\$8,000.00	Purchasing & Administration Advertising
TRO	\$5,000.00	Announcements & Advertising Central Transmission
	\$14,000.00	Announcements & Advertising Central Distribution Interconnected
	\$5,000.00	Advertising & Announcements Labrador Region Common
	\$900.00	Advertising & Announcements Labrador West Distribution
	\$300.00	Advertising & Announcements Northern Distribution Isolated
	\$200.00	Advertising & Announcements Northern Generation Isolated
	\$600.00	Advertising & Announcements Lance au Loup Distribution
	\$5,000.00	Advertising & Announcements Northern Distribution Interconnected
	\$1,375.00	Advertising & Announcements Northern Transmission
	\$200.00	Advertising & Announcements Northern Region Common
Total	<u>\$120,375.00</u>	

Newfoundland & Labrador Hydro Advertising Expense

Division	2004 Forecast	Cost Explanation
Finance	\$64,000.00	Advertising
Human Resources	\$14,800.00	Local Advertising Recruiting
	\$1,000.00	Promotion & Training
	\$8,000.00	Purchasing & Administration Advertising
TRO	\$5,000.00	Announcements & Advertising Central Transmission
	\$14,000.00	Announcements & Advertising Central Distribution Interconnected
	\$5,000.00	Advertising & Announcements Labrador Region Common
	\$900.00	Advertising & Announcements Labrador West Distribution
	\$300.00	Advertising & Announcements Northern Distribution Isolated
	\$200.00	Advertising & Announcements Northern Generation Isolated
	\$600.00	Advertising & Announcements Lance au Loup Distribution
	\$5,000.00	Advertising & Announcements Northern Distribution Interconnected
	\$625.00	Advertising & Announcements Northern Transmission
	\$750.00	Advertising & Announcements Northern Terminals
	\$200.00	Advertising & Announcements Northern Region Common
Total	<u>\$120,375.00</u>	