

- 1 **Q. Reference: CA-NP-87: please, with respect to the response to part (d), please**
 2 **provide:**
 3 **(a) a breakdown of regulated and non-regulated expenses by**
 4 **Description - eg. Safety Related, Energy Conservation, etc.**
 5 **(b) provide a breakdown of the Safety Related expense forecast of**
 6 **\$244,500 (sic) in terms of radio, tv, print ads, etc.**
 7 **(c) an explanation as to why the Energy Conservation message is**
 8 **delivered by print ad but safety related ads are broadcast on**
 9 **television and radio.**
- 10
- 11 **A. (a)** All of the advertising expenses listed in Table 1 in the response to CA-NP-87 are
 12 regulated expenses, with the exception of Community Advertising, which is a
 13 non-regulated expense.
 14
- 15 Table 1 in the response to CA-NP-87 has been revised to reflect the 2008 forecast
 16 for Community Advertising of \$19,000 and Safety Related Advertising of
 17 \$241,500.
 18
- 19
- 20 **(b)** Table 1 provides a breakdown of the 2008 Safety Related Advertising forecast of
 21 \$241,500.
 22
 23

Table1
Safety Related Advertising
2008F
(\$000s)

Television	108,100
Print	59,400
Radio	74,000
Total	241,500

- 24
- 25
- 26 **(c)** The Company's fundamental aim in energy efficiency communications is to
 27 respond to customers' desire for information.
 28
- 29 Between 2002 and 2006, the number of customers who contacted the Company
 30 about energy efficiency information and initiatives increased by 94%. Since
 31 2002, the Company has increased its direct energy advertising costs by
 32 approximately 5 times, albeit from a small base.¹
 33

¹ See Table 1 of the response to CA-NP-76, energy efficiency advertising was \$18,000 in 2002 and is forecast to be \$90,000 in 2008.

1 The Company also delivers energy efficiency information *directly* to customers
2 through a variety of means other than print advertising, including bill inserts, the
3 Company's website, billboard messages, trade shows, mall displays, in-store
4 promotions, seminars and presentations such as those in conjunction with the
5 Newfoundland and Labrador Housing Corporation and the Seniors Resource
6 Centre, TV appearances on local news programs and through the Customer
7 Contact Centre.
8

9 For further information on the Company's energy efficiency communication
10 initiatives please refer to the response to CA-NP-420.
11

12 The Company's fundamental aim in safety communication is the protection of
13 human life.
14

15 The operation of an electric utility poses safety risks for the public, employees and
16 contractors including the risk of electrocution through contact with energized lines
17 and equipment, and water safety risks associated with the operation of
18 hydroelectric facilities.
19

20 The forecast for Safety Related Advertising in 2008 is consistent with that in 2006
21 and 2007.
22

23 The potentially lethal nature of electricity justifies the forecast expenditure on
24 safety advertising for 2008.