

1 Q. How much did Hydro spend on its 2014-2015 winter readiness advertising program
 2 in 2014 and 2015? The response should include and itemize all costs including,
 3 without limitation, the cost of program preparation and design, media buys
 4 (including television, radio, theatre, internet and print), brochure printing costs,
 5 postage/delivery costs and internal/external labour costs.

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8 A. The total costs associated with the winter readiness education and awareness
 9 program were \$352K in 2014 and \$93K in 2015. The regulated portion of Hydro's
 10 costs was \$31K in the 2014 Test Year and \$0 in the 2015 Test Year as set out in the
 11 table below.

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Winter Readiness Education & Awareness Program Costs By Activity		2014
(\$ 000s)		
Agency of Record Professional Fees	\$	7
Postage (incl. shipping direct mail pieces to NL and delivery to households)		24
Total	\$	31

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15 Advertising costs that are generally included in the Test Years cover costs associated
 16 with electricity education, power line safety, public safety and other general
 17 advertising. The winter readiness program included many of these components
 18 such as educational information to consumers in the following areas: energy
 19 conservation, power outages, power outage safety, utility service territory and
 20 contact information, updates on additional generation particularly the new
 21 combustion turbine and capacity assistance and the new advanced notification
 22 protocol.