

**AVISTA CORP.
RESPONSE TO REQUEST FOR INFORMATION**

JURISDICTION:	Washington	DATE PREPARED:	05/02/200
CASE NO:	UE-050482/UG-050483	WITNESS:	Don Falkner
REQUESTER:	Public Counsel	RESPONDER:	Dana Anderson
TYPE:	Data Request	DEPT: Service	Development & Marketing
REQUEST NO.:	PC-57	TELEPHONE:	(509) 495-8199

REQUEST:

Provide copies of advertising copy for Avista electric and gas operations and all affiliates for which costs were charged or allocated to above-the-line Avista Washington retail electric or gas expense accounts and provide an estimate of the direct and indirect costs associated with each advertisement during the test year.

RESPONSE:

Please see attachments for gas radio advertising copy. Three 60-second radio spots were created for the spring of '04 and used again in the fall of '04. Production and radio air-time costs, for the spring and fall ads, were \$55,000.

DATE: 3.15.04

CLIENT: Avista Utilities

SUBJECT: :60 Fall Radio #1

REGION: Washington

[SFX: A FAINT CLICKING NOISE]

ANNCR 1: Hear that? That's the sound of Larry's electric baseboard heater getting ready to warm up the room. Those faint clicks let him know that his little dynamo is working. But sometimes he still feels compelled to get up from his blanket and chair and place his hand directly on the heater, just to be certain.

How's it feel, Larry?

LARRY: I'm pretty sure she's on.

ANNCR 1: Nice. Now here's the thing. Believe it or not, Larry actually *knows* about natural gas. He even *experienced* it last week during Frank and Berta's pot luck. The way the warm, even heat filled the room faster than baseboard or forced air electric systems. The way the hardwood floors were warm when he removed his muddy shoes at the door. Heck, Frank even told him about the money he's saving thanks to the efficiency of natural gas heat. How's that baseboard now, Larry?

LARRY: I'd say she's definitely luke warm.

ANNCR 1: Oh boy.

ANNCR 2: Find out more about converting to clean, comfortable natural gas and take advantage of current energy efficiency incentives from Avista Utilities. Call 877-GAS-TEAM or visit Avistautilities.com. Avista. Your hometown utility.

DATE: 3.15.04

CLIENT: Avista Utilities

SUBJECT: :60 Fall Radio #2

REGION: Washington

[SFX: A MAN TAKING BIG BREATHS THEN BLOWING OUT.]

ANNCR: Hear that? That's the sound of Bob turning up the heat in his living room. Blowing on a little red ember in his wood-burning stove in the hope that, within an hour or so, his family will be cozy and warm.

How's it going, Bob?

BOB: I think I saw a tiny flame about twelve breaths ago. [GOES BACK TO BLOWING]

ANNCR: For years now, Bob has been meaning to call Avista Utilities about installing natural gas. After all, he's heard the commercials. And he already knows that natural gas is cleaner, more efficient, and much less hassle than wood, pellets or oil heat. He even knows that adding natural gas will significantly increase the value of his home. And he'd love nothing more than to eliminate the smoke and mess of wood burning.

Isn't that right, Bob?

BOB [STOPS BLOWING]: Gettin' a little light-headed here.

ANNCR: You don't say.

ANNCR 2: Find out more about converting to clean, comfortable natural gas and take advantage of current energy efficiency incentives from Avista Utilities. Call 877-GAS-TEAM or visit Avistautilities.com. Avista. Your hometown utility.

DATE: 8.14.03

CLIENT: Avista Utilities

SUBJECT: :60 Fall Radio #3

REGION: Washington

[SFX: GROANING METAL FOLLOWED BY AN ELECTRICAL POP.]

ANNCR: Hear that? That's the sound of Wayne's old electric furnace finally breaking down...in February. Believe it or not, this didn't totally surprise Wayne. He's been planning to replace his antiquated system with clean, efficient natural gas anyway. He knows it will add to the value of his home. And that it will warm the house in less than half the time of baseboards, heat pumps or forced air electric. He just hoped it wouldn't have to be done in the middle of Winter. Tough break, Wayne.

WAYNE: Just my luck.

ANNCR: But while Wayne thinks this is a classic case of Murphy's Law, the truth is most things tend to break down when they are actually in *use*. And in our experience, furnaces get used when it's cold outside.

WAYNE: I never thought of it that way.

ANNCR: You're not alone, Wayne.

ANNCR 2: Find out more about converting to clean, comfortable natural gas and take advantage of current energy efficiency incentives from Avista Utilities. Call 877-GAS-TEAM or visit Avistautilities.com. Avista. Your hometown utility.