

**AVISTA UTILITIES
RESPONSE TO REQUEST FOR INFORMATION**

JURISDICTION:	Washington	DATE PREPARED:	3/10/00
DOCKET NO:	UE-991606	WITNESS:	Edward Turner
	UG-991607		Don Falkner
REQUESTER:	WUTC	RESPONDER:	Dave Heyamoto
TYPE:	Data Request	DEPT:	Energy Delivery
DUE DATE:	3/15/00	TELEPHONE:	(509) 495-4395
REQUEST NO.:	242		

REQUEST:

- a) Please provide a list of payments to WhiteRunkle Associates, vendor 800596, for 1998.
- b) Please provide a description of the services provided by WhiteRunkle for 1998. Describe each advertising campaign or promotion undertaken by WhiteRunkle in 1998. Examples from invoices include:
 - voucher 361865 "Direct Marketing Gas Promotion"
 - voucher 361866 "Security Lighting" of
 - voucher 369767 "Competitive Advertising Series"

RESPONSE:

Please see the attached listing and associated descriptions. Note that these are system level expenses for all jurisdictions.

WUTC		
DOCKET NO.	<u>UE-991606</u>	
EXHIBIT #	<u>253</u>	
ADMIT	W/D	REJECT
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Sum of TRAN_AMT		Work Order Description	
JID	WORK_ORDER	Total	
AP	1837	5,000	Calif. Residential Water Heater Programs (DSM)
	2572	455	Customer Contacts / Services
	2573	2,624	Sales & Customer Program
	2866	239	Dept. Admininstrative Activities - General
	3117	138,835	Natural Gas Penetration/Saturation
	3366	21,269	Realtor Partner Program
	3369	12,831	Customer Publication Center
	3373	10,132	On-Main Extensions - WPNG
	3374	156,329	General Media Expenses - WPNG
	3385	139,306	Public Safety Administration
	3402	1,874	Tree Trimming Planned / Circuit
	3486	115,672	Corporate Positioning Campaign
	3522	4,547	Carbon Monoxide Detectors
	3617	29,894	Multi-Family TV
	3647	814	Corporate Web Site
	3652	78	Home and Garden Shows
	3654	25,571	Spokane & Regional Fairs
	3697	3,801	Backup Generators
	3705	3,309	Power Surge Protectors
	3708	70,524	Outdoor Lighting
	3711	94,292	What's New at WWP
	3730	1,154	Home Show Support
	3746	22,971	Commercial / Industrial Newsletter
	3751	46,123	Commpetitive Territory Acquisition
	3787	43,630	MOPS - II
	3841	64,403	Direct Mail
	3874	5,126	ACIS
	3877	10,000	WPNG Dealer-co Advertising
	3888	390	WPNG Retrofit Enhancement
	3912	2,803	Home Shows/ Spokane Interstate Fair
	5368	11,503	Outage Mgmt. IVR
	6048	2,766	Dev GAP Replc RTU
	9783	7,049	Energy Services (DSM)
Grand Total		1,055,311	

WHITE RUNKLE 1998

Vendor # 800596

Washington Rate Case
Data Requests

No. 242

California Residential Water Heater Programs (DSM)

Promotion materials for required water heater program in California.

Customer Contacts/Services

Miscellaneous advertising-community events

Sales & Customer Programs

Miscellaneous sales promotion/sales support

Dept Administrative Activities-General

Miscellaneous administrative charts, tracking sheets, internal communications

Natural Gas Penetration/Saturation

Advertising to encourage new natural gas hook-ups. Advertising included general media and print

Realtor Partner Program

Customer Publication Center

Publication of customer information brochures, ie "How to Convert to Natural Gas", "Energy Price Comparisons".

On-Main Extensions-WPNG

Customer information for extending gas main-Oregon

General Media Expenses-WPNG

General media advertising, print advertising, and direct mail advertising for new natural gas hookups-Oregon

Public Safety Administration

General media, print, bill inserts, and mailings to customers and targeted trade groups for awareness of public safety

Tree Trimming

Customer information regarding proper tree-trimming practices

Corporate Positioning Campaign

Selected event sponsorships, college sports facilities, targeted event advertising support. General media campaign to create customer awareness of utility brand and enhance loyalty

Carbon Monoxide Detectors

Collateral material to support carbon monoxide sales

Multi-Family TV

General media campaign to support multi-family apartment units that had selected natural gas for space and water heating

Corporate Web Site

Miscellaneous planning for website strategy

Home and Garden Shows

Miscellaneous collateral material, planning for utility participation in regional home and garden shows

Spokane and Regional Fairs

Paid agency labor to coordinate the utility participation in the Spokane Interstate Fair

Backup Generators

Collateral material to support backup generator sales

Power Surge Protectors

Collateral material to support surge protector sales

Outdoor Lighting

Design, production, and distribution of brochures to support the Spokane Police Department "Lights on for Safety" campaign in association with National Night-Out Safety campaign

What's New at WWP

Development and production of the monthly utility newsletter that goes in the utility bill

Home Show Support

Miscellaneous agency charges to support utility participation in Homebuilders Parade of Homes

Commercial/Industrial Newsletter

Production and distribution of newsletter directed to commercial and small industrial customers. Newsletter provided information on deregulation, utility services, energy saving programs and tips, industry updates

Competitive Territory Acquisition

Advertising in selected publications to position the utility in competitive areas where customers have a choice of utility providers, ie Inland Power and Light, Kootenai Electric Cooperative.

MOPS-II

Direct mail production and distribution to targeted customers to gain participation in the MOPS II pilot program

Direct Mail

Direct mail campaign to on-main customers to encourage them to convert to natural gas

ACIS

Collateral material to support Avista Advantage ACIS product sales (consolidated billing and resource analysis)

WPNG Dealer co-op advertising

Utility contribution to cooperative advertising to support natural gas sales in Oregon

WPNG Retrofit Enhancement

Miscellaneous agency expenses to support gas conversion program in Oregon

Homeshows/Spokane Interstate Fair

Agency production expenses for radio/print advertising to get customers to visit the utility booth at the Spokane Interstate Fair

Outage Management IVR

Devils Gap Replacement RTU

Energy Services (DSM)

Brochure and collateral development and production for support of tariff rider energy services