

1 **Q. Please advise if Newfoundland Power still retains an advertising specialist and the**  
2 **compensation this specialist receives from the Company and the number of**  
3 **employees who work in advertising for the Company.**  
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5 A. The Company does not retain an advertising specialist. Advertising is one component of  
6 the role of one of the Company's two Corporate Communications Specialists, and  
7 occupies only a portion (less than one-third) of that individual's time.  
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9 This function is executed in-house without the aid of an outside agency. Newfoundland  
10 Power's advertising programs focus primarily on providing customers with information  
11 on programs and services, safety and energy efficiency.