
THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 295

Session of
1981

INTRODUCED BY RICHARDSON, OLIVER, EMERSON, COHEN, WIGGINS,
BARBER, J. D. WILLIAMS, EVANS, WHITE AND DEAL,
JANUARY 27, 1981

REFERRED TO COMMITTEE ON CONSUMER AFFAIRS, JANUARY 27, 1981

AN ACT

1 Amending Title 66 (Public Utilities) of the Pennsylvania
2 Consolidated Statutes, further providing for the disallowance
3 of certain advertising expenses from rate determinations.

4 The General Assembly of the Commonwealth of Pennsylvania
5 hereby enacts as follows:

6 Section 1. Title 66, act of November 25, 1970 (P.L.707,
7 No.230), known as the Pennsylvania Consolidated Statutes, is
8 amended by adding a section to read:

9 § 1315. Certain advertising expenses disallowed.

10 (a) Excluded expenses.--Expenses of a public utility which
11 are incurred for advertising in any manner for the actual or
12 apparent purpose of soliciting the initial or additional
13 purchase of its services, or for public relations or goodwill,
14 shall be disallowed by the commission for purposes of
15 determining a just and reasonable rate of such public utility.

16 (b) Authorized expenses.--Advertising expenses of a public
17 utility which are incurred for the actual purpose and with the
18 effect of informing customers of utility services available to

1 them without charge, informing them of their rights, supplying
2 them with information necessary to understand their bills,
3 assisting them to conserve resources, encouraging more efficient
4 off peak use of the utility service, and similar advertising
5 calculated to primarily benefit the customers shall be allowed
6 by the commission in determining a just and reasonable rate to
7 the extent that the advertising as a whole is directed to such a
8 purpose.

9 Section 2. This act shall take effect immediately.