Date Filed: September 24, 2026

Witness: Brendan J. O'Brien and Garrett J. Murray
Request from: Office of Consumer Counsel

Question:

Advertising. Refer to the response to OCC-261.

a. Provide all advertising expense included for recovery in the Rate Year by program/category.
b. Also provide the comparable expenses for each of the years 2021, 2022, 2023, 2024, and 2025.

Response:

As indicated in the Company's response to OCC-261[i], the Company interprets this question to be asking about "political," "institutional" or "promotional" advertising, defined under General Statutes Section 16-19d(a). The Company has not incurred political, institutional, or promotional advertising expenses in any of the time periods reflected and is not requesting any costs for recovery in the Rate Year.

Prior Referenced Response:

[i] OCC-261 Question:

(Advertising Expense) Please provide the total advertising expense (direct and allocated) by program for each of the years 2021, 2022, 2023, 2024, 2025, and the amount included in the Rate Year.

OCC-261 Response:

The Company interprets this question to be asking about "political," "institutional" or "promotional" advertising, which General Statutes Section 16-19d(a) defines as follows:

- "Political advertising" means "any advertising for the purpose of influencing public opinion with respect to any legislative, administrative or electoral decision or with respect to any controversial issue of public importance."
- "Institutional advertising" means "any advertising which is designed to create, enhance or sustain a public service company's image or good will with regard to the general public or its customers."
- "Promotional advertising" means "any advertising that has the purpose of inducing the public to select or use the service or additional service of a public service company or select or install any appliance or equipment designed to use such service, provided such advertising shall not include advertising authorized by order or regulation of the Public Utilities Regulatory Authority."

The Company has not incurred political, institutional, or promotional advertising expenses in any of the time periods reflected.