

STAFF ~~XXXX~~ CROSS et al

Ameren Illinois Company
Response to ICC Staff Data Requests
Docket Nos. 12-0001
Petition for approval of Rate MAP-P Modernization Action Plan - Pricing
Data Request Response Date: 2/16/2012

ST 2.07

Referring to Schedule WPC-8, please provide the following:

- a) Copies of all advertisements and scripts included in the test year operating expense, listing the production costs for each ad, the publication schedule and costs for each ad;
- b) Copies of all advertisements included in the test year operating expense purchased on a cooperative basis with manufacturers, developers or others and the company's cost for each ad; and
- c) All expenses incurred by the utility included in the test year operating expense for ads or scripts produced by a trade association. Include all monies paid to the association for advertising purposes, either in the form of dues, assessments or subscriptions.

RESPONSE

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- a) In 2010, Ameren Illinois continued to communicate with customers regarding the delivery-only utility model and educating customers about safety, choice, rate making and energy efficiency. The Ameren Illinois Utilities (AmerenCILCO, AmerenCIPS, and AmerenIP) were merged in October 2010 becoming Ameren Illinois Company d/b/a Ameren Illinois. Transitioning the company name to Ameren Illinois started in October and continues.

Advertising was tracked by project and will be reported here following that format. These projects were matched to the Communication and Public Relations Strategy and Plan for 2010 and the department budget.

Ameren Illinois' advertising purchases are primarily managed by its Department for Community and Public Relations. Communications efforts are reported in the workbook, ST 2.07 Attach 1, by project. (Attachments "ST 2.07 Attach 2" through "ST 2.07 Attach 39" provide copies of advertisements and scripts and cost support for the workbook.) These expenses have been charged to the 909 account. Each project has a separate worksheet:

- 1) **Customer Communications** includes all printed messaging inserted in bills, and pamphlets.

OFFICIAL FILE

ICC DOCKET NO. 12-0001
 Staff ~~XXXX~~ Cross Exhibit No. 1
 Witness Ogden
 6-18-12 Reporter CB

- 2) **Informational and Instructional Messaging** included the web site development and maintenance, telephone directory listings, video development for web sites and WeatherLine.
 - 3) **Community Outreach** includes educational materials for presentations, meetings, libraries, and events in classrooms, communities, and customer groups (i.e. seniors, rotaries)
 - 4) **Media** includes all radio, TV, internet, and newspaper messaging.
 - 5) **Customer Assistance** includes outreach efforts for customers requiring help paying their bills or help with reducing their usage.
 - 6) **Corporate Branding** includes corporate efforts for Ameren branded products and communications.
 - 7) **Corporate Sponsorships** include those messaging efforts and support for community events and programs. These items are charged to the 930 account.
- b) Not applicable. Ameren Illinois works in a cooperative manner with many community organizations; however advertisements are not purchased on a cooperative basis.
- c) Not applicable. Ameren Illinois is a member of several trade organizations. Dues are paid to the organization to be used to support its mission. No advertisements were produced for which AIC incurred specific expenses.

Invoices are designated **CONFIDENTIAL and PROPRIETARY**.