

**Docket No. EL18-\_\_\_\_**  
**Volume 4A**  
**Section 2**  
**Schedule H-3**  
**Page 1 of 1**

Otter Tail Power Company  
Listed Expense Accounts  
For the Year Ended December 31, 2017

Line No.	(A) Description of Accounts for Listed Expenses	(B) Total System Amount	(C) Allocation to South Dakota		
1	<u>Federal Energy Regulatory Commission Account No. 909</u>				
2					
3	<u>Description</u>		<u>Allocators</u>	<u>Allocator %</u>	<u>SD</u>
4	Conservation	\$235,843	C1	8.740052%	\$20,613
5	Financial Services	141	C1	8.740052%	12
6	Information & Instructional	70,014	C1	8.740052%	6,119
7	Safety	108,654	C1	8.740052%	9,496
8	Total Account No. 909	<u>\$414,652</u>			<u>\$36,241</u>
9					
10	<u>Federal Energy Regulatory Commission Account No. 913</u>				
11	None				
12					
13	<u>Federal Energy Regulatory Commission Account No. 930.1 - Advertising Expenses</u>				
14					
15	<u>Description</u>		<u>Allocators</u>	<u>Allocator %</u>	<u>SD</u>
16	Financial and Informational	\$35,506	C1	8.740052%	\$3,103
17	Total Account No. 930 Advertising Expenses	<u>\$35,506</u>			<u>\$3,103</u>
18					
19	<u>Federal Energy Regulatory Commission Account No. 909, 913, &amp; 930 Advertising Expenses (1)</u>	<u>\$450,158</u>			<u>\$39,344</u>
20					
21					
22	<u>Federal Energy Regulatory Commission Account No. 922</u>				
23	None				
24					
25	<u>Federal Energy Regulatory Commission Account No. 926 (2)</u>				
26					
27	<u>Description</u>		<u>Allocators</u>	<u>Allocator %</u>	<u>SD</u>
28	Community & Public Relations	\$0			
29	Design & Administer Hiring Policies & Procedures	115,953			
30	Develop & Administer Employee Benefits	2,785,668			
31	Employee Recognition Programs	113,307			
32	Employee Relations	20,610			
33	Human Resources Development	30,707			
34	Total Account No. 926	<u>\$3,066,245</u>			
35					
36	Admin & General - Production;	35.48% Allocation	\$1,087,965	OXPD	9.343471%
37	Admin & General - Transmission;	14.77% Allocation	452,946	D2	9.187431%
38	Admin & General - Distribution;	27.62% Allocation	846,958	OXD	9.490373%
39	Admin & General - Customer Accounting;	18.53% Allocation	568,237	OXC	8.866368%
40	Admin & General - Customer Service;	3.49% Allocation	110,140	C1	8.740052%
41			<u>\$3,066,245</u>		<u>\$283,655</u>
42					
43					
44	<u>Federal Energy Regulatory Commission Account No. 928</u>				
45					
46	<u>Description</u>		<u>Allocators</u>	<u>Allocator %</u>	<u>SD</u>
47	Minnesota	\$1,633,062		0%	\$0
48	North Dakota	383,814	Directly	0%	0
49	South Dakota	246,934	Assigned	100%	246,934
50	FERC	962,938		0%	0
51	Federal Assessment	0		0%	0
52	Total Account No. 928	<u>\$3,226,749</u>			<u>\$246,934</u>
53					
54	<u>Federal Energy Regulatory Commission Account No. 929</u>				
55	None				
56					
57	<u>Federal Energy Regulatory Commission Account No. 930 Misc. General Expenses</u>				
58					
59	<u>Description</u>		<u>Allocators</u>	<u>Allocator %</u>	<u>SD</u>
60	Provide Public Information & Instruction	\$6,682	P90	9.224266%	\$616
61	Provide Public Information & Instruction-Labor	8,059	P90	9.224266%	743
62	Community & Public Relations	53,837	P90	9.224266%	4,966
63	Community & Public Relations - Labor	73,495	P90	9.224266%	6,779
64	Conduct Strategic Planning	81,562	P90	9.224266%	7,524
65	Conduct Strategic Planning - Labor	311,751	P90	9.224266%	28,757
66	Research & Development	30,734	P90	9.224266%	2,835
67	Research & Development-Labor	0	P90	9.224266%	0
68	Investor Relations	209,765	P90	9.224266%	19,349
69	Investor Relations - Labor	142,640	P90	9.224266%	13,158
70	Shareholder Services	5,056	P90	9.224266%	466
71	Shareholder Services-Labor	206	P90	9.224266%	19
72	Director Fees & Expenses	802,852	P90	9.224266%	74,057
73	Design Marketing Programs for more Efficient Electricity Use	0	P90	9.224266%	0
74	Industry Association Dues	247,427	P90	9.224266%	22,823
75	Industry Association Dues - Labor	2,385	P90	9.224266%	220
76	Total Account No. 930	<u>\$1,976,452</u>			<u>\$182,313</u>

(1) Above-the-line amounts only.

(2) FERC Account No.926 is allocated to Admin & General; Salaries, Supplies, Pensions & Benefits by function based on current year labor ratios. The five functional categories include Production, Transmission, Distribution, Customer Accounts, and Customer Service & Information as shown above. Once the costs have been functionalized they are allocated to South Dakota based on their respective allocators.

**INFORMATIONAL ADVERTISING**

**Radio/streaming ad**

**ePay**

PILOT: We're at 3,500 feet. You ready?

*SFX: Airplane engine roaring*

SALLY: Of course! I just enrolled in ePay from Otter Tail Power Company. Managing my account is so easy.

*SFX: Metal door slides open. The air whips past.*

SALLY: and ePay is available on my phone. Anytime, anywhere – even way up here.

PILOT: Go! Go! Go!

SALLY: Try something neewww!

*SFX: Airplane noise fades away as Sally "descends"*

*SFX: Parachute opens*

V.O.: Free. Easy. Mobile. Enroll at [otpc.com/ePay](http://otpc.com/ePay). Otter Tail Power Company.

**Radio/streaming ad**

**ePay**

SFX: Nature ambient to give the sense of an isolated countryside.

V.O.: When it comes to security, folks around here say,

FOLK: "Ah, nobody's around,"

V.O.: but thieves say,

THIEF: "Ha, nobody's around."

V.O.: A check in the mail is exposed and accessible all day long. Digital payments are secure, fast and easy. Try ePay from Otter Tail Power Company. It's free and available online from wherever you are - even if it's the middle of nowhere. Visit [otpc.com/epay](http://otpc.com/epay).

Print ad



**Planned power outage**  
**Elkton, South Dakota**

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**May 26, 2017**  
**From approximately 6 A.M. to 10 A.M.**

Otter Tail Power Company will be upgrading the substation to better serve our customers.

PUBLIC NOTICE

**CONSERVATION ADVERTISING**

**Radio/streaming ad**

**Conservation**

One small habit can save more than money: Unplug it. Turn it down. Turn it off.

Electronic devices and chargers draw small amounts of power even when they're off, so unplug them when not in use. Because one small habit can make a real difference in saving money and energy.

Otter Tail Power Company.

**Radio/streaming ad**

**CoolSavings – Winter**

ANNC: It's cool outside now, but be ready when summer heats up. CoolSavings from Otter Tail Power Company cycles your air conditioner on and off for fifteen minutes during peak energy times. It's free to join - actually it's better than free! We'll pay you \$7 a month all summer just for signing up. Think of it as a little reward for making a big difference on the electrical system. Go to [otpc.com/cool savings](http://otpc.com/cool savings).

ANNC: Otter Tail Power Company.



**Radio/streaming ad**

**Air source heat pump**

Audio: Beeping for a truck backing up.

SON: Is that an air conditioner?

FATHER: That is an air-source heat pump. It's an air conditioner and a heater. And because it's over 100% efficient, it's going to save us a lot of money.

SON: How does it work?

FATHER: Air goes in and this liquid gets compressed, changing the temperature...

SON: Doesn't it work by putting it on the house?

FATHER: (laughs) Yeah, it just works.

ANNC: For more information, go to [otpc.com/heatpumps](http://otpc.com/heatpumps).

## Television ad

### Air source heat pump

Scene: A father and son are watching delivery drivers unload a heat pump in a large box or crate.

SON: Is that an air conditioner?

FATHER: That is an air-source heat pump. It's an air conditioner and a heater. And because it's over 100% efficient, it's going to save us a lot of money.

SON: How does it work?

FATHER: Air goes in and this liquid gets compressed, changing the temperature...

SON: Doesn't it work by putting it on the house?

FATHER: (laughs) Yeah, it just works.

Video: Otter Tail Power Company logo and web address [otpc.com/heatpumpswork](http://otpc.com/heatpumpswork).

**Print ad**



**Be an energy star**

Great players use their energy wisely. Otter Tail Power Company encourages customers to use energy wisely as well—electric energy that is.

Visit us online at [otpc.com](http://otpc.com) to learn how you can save energy and money.



**Print ad**



Great athletes use their energy the same way they use electricity—wisely.

Visit [otpc.com](http://otpc.com) for ways to save.



**SAFETY ADVERTISING**

### **Radio/streaming ad**

#### **Spring storm prep**

SFX: Rain and thunder in the background.

VO: Storms can cause unpredictable electrical outages. Have a plan and be prepared.

Otter Tail Power Company reminds you to assemble a storm kit today. Include:

- A flashlight, radio, and extra batteries.
- Drinking water, non-perishable food, and bathroom items.
- A first aid kit with essential medicines.
- Blankets and sleeping gear.

Staying safe starts with a plan. For more information, visit [otpc.com](http://otpc.com).

Otter Tail Power Company

### **Radio/streaming ad**

#### **Winter storm readiness**

Winter storms can last for extended periods and cause unpredictable electrical outages.

Otter Tail Power Company reminds you to assemble a winter storm kit today.

Include:

- A flashlight, radio, and batteries.
- Drinking water and non-perishable food.
- A first aid kit with essential medicines.
- An alternate heating source, blankets, and sleeping gear.

For more, go to [otpc.com](http://otpc.com).

Otter Tail Power Company.

## **Radio/streaming ad**

### **Harvest safety**

Harvest is often a hectic time for farmers. More workers, large equipment, and tight schedules increase the potential for accidents and injuries. Otter Tail Power Company offers these tips for a safe harvest season.

Take note of overhead power lines with your workers before you get in the field.

Pay special attention when hoisting augers and truck boxes or when folding tillage equipment for transport.

Always have a spotter when moving large equipment near power lines.

Plan ahead for a safe harvest season.

Otter Tail Power Company.



## **LOAD FACTOR ADVERTISING**

**Radio/streaming ad**

**Water heating**

SFX: Shower turning on | Shower runs

MAN: (happily sighing) Mmmm

V.O.: When do you think about your electric water heater?

SFX: Toilet flushes

MAN: (shrieking) AHHH!

SFX: Shower continues | Light, happy music bed plays alongside running water

V.O.: Is THAT when you think about it? Otter Tail Power Company's commitment is to help you make the best choice among more options than ever, giving you the hot water supply you need and helping you save with rebates and off-peak rates. It will make shower time less

MAN: (shrieking) AHHH!

V.O.: And more

MAN: Mmm

V.O.: Visit [otpc.com/electricwaterheating](http://otpc.com/electricwaterheating). Otter Tail Power Company.

**Radio/streaming ad**

**Thermal storage**

SFX: The hum of a pickup engine and ambient in-car sound plays throughout

SFX: Light country music plays as if it's on the radio in the cab

SFX: A metal thermos unscrews

GUY: To save a few bucks every day, I bring a thermos of coffee to work. To save far more than that, I heat my home with underfloor heat storage. When we built, I worked with my contractor to install the system. I got an up-front rebate - \$1500 bucks - and Otter Tail Power Company's lowest, stable rate. The system's cleaner, quieter, and more efficient than others. If you're building, do what I did. Start at [otpc.com/HeatStorage](http://otpc.com/HeatStorage).

SFX: The engine shuts off and the music stops

SFX: Pickup door opens

GUY: Alright. Time to get to it.

**PROMOTIONAL ADVERTISING**

**Radio/streaming ad**

**Reasons**

I don't watch my energy use just because it's good for the environment or just because state rebates save me money or just because I work for a power company.

I do it because my commitment is to her.

To teach her how to save, to do good work and above all else, to leave a place a little better than you found it.

She's my reason. That's why I'm proud to work at Otter Tail Power Company.

## **Television ad**

### **Reasons**

I don't watch my energy use just because it's good for the environment or just because state rebates save me money or just because I work for a power company.

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Print ad



Print ad

