

<i>Exhibit No.:</i>	
<i>Issues:</i>	<i>Maintenance; Advertising; Cost of Removal and Salvage; Tree Trimming</i>
<i>Witness:</i>	<i>Leasha S. Teel</i>
<i>Sponsoring Party:</i>	<i>MoPSC Staff</i>
<i>Type of Exhibit:</i>	<i>Direct Testimony</i>
<i>Case No.:</i>	<i>ER-2004-0570</i>
<i>Date Testimony Prepared:</i>	<i>September 20, 2004</i>

MISSOURI PUBLIC SERVICE COMMISSION

UTILITY SERVICES DIVISION

DIRECT TESTIMONY

OF

LEASHA S. TEEL

EMPIRE DISTRICT ELECTRIC COMPANY

CASE NO. ER-2004-0570

*Jefferson City, Missouri
September 2004*

BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI

In The Matter of the Tariff Filing of The Empire)
District Electric Company to Implement a)
General Rate Increase for Retail Electric)
Service Provided to Customers in its Missouri)
Service Area.)
Case No. ER-2004-0570

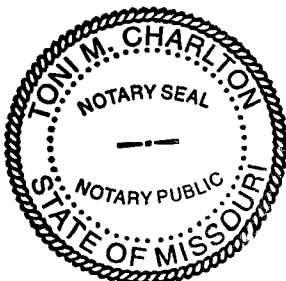
AFFIDAVIT OF LEASHA S. TEEL

STATE OF MISSOURI)
) ss.
COUNTY OF COLE)

Leasha S. Teel, being of lawful age, on her oath states: that she has participated in the preparation of the following direct testimony in question and answer form, consisting of 16 pages to be presented in the above case; that the answers in the following direct testimony were given by her; that she has knowledge of the matters set forth in such answers; and that such matters are true and correct to the best of her knowledge and belief.


Leasha S. Teel

Subscribed and sworn to before me this 14th day of September 2004.




Notary

TONI M. CHARLTON
NOTARY PUBLIC STATE OF MISSOURI
COUNTY OF COLE
My Commission Expires December 28, 2004

TABLE OF CONTENTS

DIRECT TESTIMONY OF

LEASHA S. TEEL

EMPIRE ELECTRIC COMPANY

CASE NO. GR-2004-0570

IATAN MAINTENANCE EXPENSE.....	3
ASBURY MAINTENANCE EXPENSE	4
STATE LINE 1 AND ENGERY CENTER 1 AND 2 MAINTENANCE EXPENSES	4
RIVERTON MAINTENANCE EXPENSE	5
STATE LINE COMBINED CYCLE MAINTENANCE EXPENSE	6
ADVERTISING	8
TREE TRIMMING.....	12
COST OF REMOVAL AND SALVAGE	12

DIRECT TESTIMONY

OF

LEASHA S. TEEL

EMPIRE DISTRICT ELECTRIC COMPANY

CASE NO. ER-2004-0570

Q. Please state your name and business address.

A. Leasha S. Teel, 1845 Borman Court, Suite 101, St. Louis, Missouri 63146.

Q. By whom are you employed and in what capacity?

A. I am employed by the Missouri Public Service Commission (Commission or PSC) as a Regulatory Auditor.

Q. Please describe your educational background.

A. I graduated from Webster University, receiving a Bachelor of Science degree in Accounting in December of 1998.

Q. Please describe your work background.

A. Before coming to work at the Commission, I worked as a temporary accountant at Dana Corporation. I also worked for a year at Custom Printing Company as a Staff Accountant.

Q. What has been the nature of your duties while in the employ of this Commission?

A. Since joining the Commission Staff (Staff) in 2000, I have assisted with audits and examinations of the books and records of utility companies operating within the state of Missouri. I have also conducted audits of small water and sewer companies in conjunction with the Commission's informal rate proceedings.

1 Q. Have you previously filed testimony before this Commission?

2 A. Yes, I have. Please refer to Schedule 1, which is attached to my direct
3 testimony, for a list of cases and issues in which I have previously filed testimony.

4 Q. With reference to Case No. ER-2004-0570, have you made an examination of
5 the books and records of Empire District Electric Company (EDE or Company)?

6 A. Yes, in conjunction with other members of the Staff. During the audit I
7 examined the Company's testimony and workpapers, EDE's responses to Staff's data requests
8 from the current and previous rate cases, Staff's testimony and workpapers from the previous
9 rate case the FERC Form 1, the Company's financial records and other company cases, in
10 which my issues were discussed.

11 Q. What matters will you address in your testimony?

12 A. I will address Maintenance, Cost of Removal and Salvage, Advertising and
13 Tree Trimming Expense.

14 Q. What knowledge, skill, experience, training or education do you have in these
15 matters?

16 A. My college education provided a fundamental knowledge base, which I have
17 utilized in my assigned duties at the Commission. I have attended training courses and
18 reviewed in-house training materials while at the Commission. I have continually received
19 guidance from the Senior Auditors in the Auditing Department on my assignments. Finally,
20 my previous work assignments at the Commission have provided a knowledge base upon
21 which I relied to develop my assigned areas in this rate proceeding.

22 Q. What test year has the Staff used in this case?

1 A. These adjustments were made to normalize the Iatan generating unit
2 maintenance expense based upon a six-year average of maintenance expense. The Staff used
3 a six-year average because the Iatan plant is on a six-year turbine/boiler overhaul maintenance
4 schedule. A six-year average provides a representative level of maintenance expense for
5 Iatan.

6 **ASBURY MAINTENANCE EXPENSE**

7 Q. Please explain adjustment S-8.3.

8 A. In the last rate case (Case No. ER-2002-424), the Staff made an adjustment to
9 reflect the normalization of cost associated with the move of the step-up transformer at
10 Asbury. During a routine Asbury outage in 2001, the step-up transformer was inspected, and
11 the Company determined it needed to be replaced. However, there was a delay in delivery of
12 the new transformer so the Company moved the old transformer due to safety concerns. The
13 Staff, therefore, normalized the costs associated with moving the transformer over five years.
14 Adjustment S-8.3 continues the normalization of this item, as established in the last case.

15 Q. Please explain adjustment S-6.3.

16 A. The Staff made adjustment S-6.3 to normalize the level of maintenance
17 expense for the Asbury Plant. The Staff analyzed the previous five years of maintenance
18 expense and calculated an average of these costs. The test year was then adjusted to the five-
19 year average level to normalize the expense. The Staff chose a five-year average because the
20 Asbury plant has a five-year maintenance turbine overhaul schedule.

21 **STATE LINE 1 AND ENGERY CENTER 1 AND 2 MAINTENANCE EXPENSES**

22 Q. Please explain adjustment S-6.10.

1 A. The Staff made adjustments S-6.10 to normalize costs associated with the
2 Siemens-Westinghouse maintenance contracts for the State Line 1 and Energy Center 1 and 2
3 combustion turbines, which went into effect on June 29, 2001, and also the costs associated
4 with the maintenance to bring the units into compliance with the specifications of the
5 maintenance contracts.

6 State Line Unit 1 went into service during 1995 and the Energy Center Units were
7 brought on-line earlier, in 1978 and 1981. Because of the age and the condition of these
8 plants, maintenance was required to bring the units up to certain specifications before
9 Siemens would enter into a contract to provide ongoing maintenance. Adjustment S-6.10
10 continues the normalization of these costs over the seven-year length of the maintenance
11 contracts on the units, as established in the previous rate case.

12 Adjustment S-6.10 reflects the normalization of the cost associated with the contract
13 for maintenance on the State Line Unit 1 and Energy Center Units 1 and 2.

14 **RIVERTON MAINTENANCE EXPENSE**

15 Q. Please explain adjustment S-6.8.

16 A. Staff made adjustment S-6.8 to normalize the level of maintenance expense for
17 the Riverton Plant. During the test year, the Riverton Unit eight underwent a five-year
18 maintenance turbine outage. The test year expenses were significantly higher as a result of
19 the outage. The Staff analyzed the previous five years of maintenance expense and calculated
20 an average of these costs. The test year was then adjusted to the five-year average to
21 normalize the expense. The Staff chose a five-year average because both Riverton units seven
22 and eight have five-year maintenance turbine overhaul schedules.

STATE LINE COMBINED CYCLE MAINTENANCE EXPENSE

Q. Please describe the maintenance contract for the State Line Combined Cycle (SLCC) unit between Empire Electric and Siemens-Westinghouse.

A. In 2001, Empire entered into a contract with Siemens-Westinghouse for maintenance services regarding the two combustion turbines that are part of SLCC unit. The purpose of the contract is to provide reliable service operation and to normalize the large costs for maintenance inspections at this location. The contract is based on major combustor inspections, which are scheduled for every 400 equivalent starts or 8,000 equivalent base hours; and turbine hot path inspections, which are scheduled for every 800 equivalent starts or 24,000 equivalent base hours. The contract is designed to correspond with these two significant maintenance events. The period between these inspections is dependent on certain factors, for example, operating characteristics, equivalent starts and equivalent base hours the units experience. The Company entered into this contract to normalize the level of payments for the maintenance inspection, instead of incurring a large expense each time an inspection is required.

Q. What are the payment terms of this contract?

A. There are two components to this contract, a fixed payment and a variable payment, both made in quarterly installments. The variable fee is based on each unit experiencing a specified number of equivalent starts and equivalent base load hours per contract year. If the Company experiences different levels of hours, either lesser or greater than the numbers cited in the contract, a true-up of the variable payment will take place at the end of each contract year, which is June. Both the fixed and variable payments are subject to increase. Westar, the co-owner of the unit, is responsible for approximately 40% of the contract cost due to Westar's 40% ownership in SLCC.

1 Q. Please describe the true-up portion of the contract.

2 A. If the SLCC is used for additional hours and starts than those outlined in the
3 contract then the Company will owe an increased sum of money to Siemens-Westinghouse.
4 The increase is due because time between inspections must decrease since the unit has run
5 more frequently in that contract year. The exact opposite is true if the SLCC is used for fewer
6 hours and starts than those outlined in the contract. Siemens-Westinghouse would owe the
7 Company a credit since the unit was run less frequently, and the time between inspections
8 would be farther apart. The SLCC unit operated significantly below the parameters set in the
9 contract from July 2002 through June 2003. As a result a significant credit was issued to the
10 Company during the test year.

11 Q. What has the Company done to mitigate the true-up issue?

12 A. The goal of this maintenance contract is to normalize the inspection costs.
13 Because the contract is not in sync with the Company's fiscal year, the credit/debit is received
14 in the calendar year, but a portion should be allocated to the previous fiscal year. Since it is
15 unlikely that the equivalent starts and equivalent base hours, specified in the contract, would
16 ever be exactly equal to the actual operations, the Company began an accrual process for the
17 debit/credit starting with the contract year of July 2003 to June 2004. The Company has
18 created a process in which they developed a spreadsheet that is updated with actual operating
19 data replacing the estimated data for that month. The amount of the estimated annual
20 debit/credit is updated each month and then spread over the remaining contract months. The
21 idea behind this accrual is so the true-up will be recorded during the year instead of one single
22 adjustment in June.

23 Q. Please describe the adjustment made for the true-up in the test year.

1 A. During the test year, the Company booked a large credit at the end of the
2 contract year, which encompassed a 12-month period from July 2002 through June 2003.
3 Also, in July 2003 the Company began accruing for the estimated debit/credit that will be
4 received in June 2004. Essentially, 18 months of credit was booked in the 2003 test year: 12
5 months of the credit for the contract year ending June 2003 and six months of the accrual for
6 the credit for the contract year ending June 2004.

7 To address this situation, the Staff has adjusted the variable contract maintenance cost
8 for the test year based on the hours the SLCC unit ran in the Staff's fuel model calculations.
9 (Staff witness Leon Bender will discuss the fuel model in his direct testimony.) These hours
10 were multiplied by the hourly contract charge to determine the normal annual variable cost.
11 This amount plus the fixed component reflects the annual normal contract maintenance cost.
12 The contract includes an inflation adjustment, which the Staff has reflected through the June
13 30, 2004 update period. From this amount I subtracted the test year cost, which included the
14 18 months of credit, to determine adjustment S-6.9. this amount was multiplied by 60% to
15 determine the portion paid by Empire.

16 **ADVERTISING**

17 Q. Please explain adjustments S-11.2 and S-14.2.

18 A. Adjustments S-11.2 and S-14.2 disallow certain advertising costs incurred by
19 the Company.

20 Q. Please describe the past treatment of advertising expenses by the Commission.

21 A. As part of In re Kansas City Power and Light Company, 28 Mo. P.S.C. (N.S.)
22 228 (1986) (hereinafter KCPL), the Commission adopted an approach that classified
23 advertisements into five categories and provided separate rate treatment for each category.

1 The five categories of advertisements adopted by the Commission for purposes of this
2 approach were:

- 3 1. General - informational advertising that is useful in the
4 provision of adequate service;
- 5 2. Safety - advertising which conveys the ways to use the
6 Company's service safely and to avoid accidents;
- 7 3. Promotional - advertising used to encourage or to promote the
8 use of the particular commodity the utility is
9 selling;
- 10 4. Institutional - advertising used to improve the Company's
11 public image; and
- 12 5. Political - advertising which is associated with political
13 issues.

14 The Commission adopted these categories of advertisements because it believed that a
15 utility's rates should: 1) include the reasonable and necessary cost of general and safety
16 advertisements; 2) disallow the cost of institutional or political advertisements; and 3) include
17 the cost of promotional advertisements only to the extent that the utility can provide cost
18 justification for the advertisement (Ibid., pp. 269-271).

19 Q. What standard did the Staff use to evaluate the Company's advertising expense
20 in this case and to develop the adjustments?

21 A. The Staff utilized the standards as initially established in the KCPL case and in
22 subsequent cases to determine the test year level of allowable advertising expense for the
23 general, safety, institutional, promotional and political advertising categories. The Staff

1 proposes to disallow advertisements that are institutional, promotional, unrelated to the
2 electric industry or that ask for charitable donations. The Staff proposes to allow all general
3 and safety-related advertisements to the extent that they are related to the electric industry and
4 beneficial to Missouri ratepayers.

5 Q. How did you apply the standard established in the KCPL case to your
6 examination of advertising expense in this case?

7 A. I categorized all of the Company's advertisements on an ad-by-ad basis using
8 the KCPL standard to determine the amount allowed or disallowed. I began by reviewing
9 each advertisement to determine which of the following primary messages the advertisement
10 was designed to communicate:

- 11 1. The promotion of a service or product (Promotional);
- 12 2. The dissemination of information necessary to obtain safe and
13 adequate electric service (General and Safety);
- 14 3. The promotion of the Company image (Institutional); or
- 15 4. The endorsement of a political candidate or any political
16 message (Political).

17 Once I determined the primary message, I classified the advertisements accordingly.
18 Schedule 2, attached to this testimony, is my itemized analysis of the Company's advertising
19 costs and a copy of all the Company's advertisements for the test year, as provided in
20 response to Staff Data Request No. 164.

21 Q. How did the Staff develop its advertising adjustments?

22 A. The Staff requested that the Company supply the cost of all advertisements on
23 a per-ad basis. Based on its categorization, the Staff disallowed the expense associated with

1 advertisements that it classified as institutional or promotional, as well as general
2 advertisements unrelated to the electric industry or Missouri ratepayers. The Staff also
3 disallowed an amount related to a rate case in Oklahoma, which should have been directly
4 assigned to that jurisdiction.

5 Q. What media does the Company utilize to place its advertisements?

6 A. The Company uses radio, television, print (newspapers) and other print media
7 to place its advertisements.

8 Q. Describe the institutional advertisements that the Staff disallowed.

9 A. The Staff disallowed the following advertisements as institutional in nature:
10 Christmas Elves, selected Committed to Service advertisements, Contact Info, selected Today
11 at 50 Plus advertisements, Community Recognition and Logo Ad. The Christmas Elves
12 advertising program requests donations of items for elderly customers. One of three
13 Committed to Service advertisements was disallowed because it was designed to build the
14 Company's image and provided no information on electrical safety or information necessary
15 for Empire customers. Two of the Today at 50 Plus advertisements were disallowed; they
16 were the Christmas Elves, previously mentioned, and the 2003 Governor's Award Winner
17 advertisement. The Governor's Award advertisement was disallowed because it was designed
18 to build the Company's image and provided no information on electrical safety or information
19 necessary for Empire's customers. Community Recognition and Logo advertisements
20 sponsored and provided support for local causes and events. None of these advertising
21 programs were necessary for the provision of safe and adequate service.

22 Q. Please describe the promotional advertisements that the Staff disallowed.

23 A. The Company placed no promotional advertisements during the test year.

1 Q. Please describe the Staff's adjustment for general and safety advertisements.

2 A. There was no adjustment for general and safety advertisements because they
3 were considered to be reasonable and necessary.

4 Q. Did the Staff adjust test year expense for any political advertising?

5 A. The Company placed no political advertisements during the test year.

6 **TREE TRIMMING**

7 Q. Please explain Income Statement adjustments S-8.4 and S-9.3.

8 A. Adjustments S-8.4 and S-9.3 adjust the transmission and distribution tree-
9 trimming expense to reflect the difference between the most current five-year average for
10 transmission and distribution tree-trimming expenses (January 1, 1999 thru December 31,
11 2003) and the amount expensed during the test year. The Staff believes a five-year average
12 represents a reasonable level of ongoing tree trimming expense.

13 **COST OF REMOVAL AND SALVAGE**

14 Q. Please explain adjustment S-17.3.

15 A. This adjustment includes a five-year average of Empire's cost of removal less
16 salvage proceeds. This is sometimes referred to as "net salvage."

17 Q. What is cost of removal and salvage?

18 A. Cost of removal is incurred when utility property is retired from service.
19 Generally, removing property from service causes the utility to incur costs to physically
20 dismantle, tear down or otherwise remove the property from service. Salvage is the proceeds
21 received from the residual value or scrap value that some property has when it is dismantled
22 or removed from utility service. After a piece of property is dismantled or removed from

1 service, utilities can in some instances sell or receive some value for the displaced property.
2 Utilities track the costs relating to removal costs and salvage value on an ongoing annual
3 basis.

4 Typically, removal costs exceed salvage value, resulting in a positive net expense to
5 the utility. Empire's five-year average of net cost of removal is \$1,681,389.

6 Q. How did the Staff determine the proper level of cost of removal and salvage
7 value to include in this case?

8 A. The Staff reviewed the cost of removal and salvage values by year for the
9 period 1993 to 2003. Based on this information, the Staff calculated the cost of removal and
10 salvage values based upon a five-year average for the period 1999 through 2003. The result
11 of the five-year average is that Empire incurred a positive net cost of removal value over this
12 period of time. This amount was included as an expense in Accounting Schedule 9, Income
13 Statement.

14 Q. Why is this adjustment necessary?

15 A. This adjustment is necessary to include an annual normalized level of cost of
16 removal and salvage proceeds in Empire's cost of service. Cost of removal expenditures, like
17 other expenses (maintenance, payroll, fuel expense, etc.) are ongoing costs incurred by the
18 utility to provide service to its customers. Therefore, like these other costs, the Staff has
19 determined a normalized level for annual cost of removal, netted against any normalized
20 salvage proceeds received by the Company.

21 Q. Why did the Staff use a five-year average to determine the level of cost of
22 removal and salvage value to include in the revenue requirement?

1 A. A five-year average was used because the costs of removal and salvage values
2 fluctuated from year to year for each of the years examined. Using a five-year average for
3 fluctuating costs, removes or smoothes out the differences from one year to the next.
4 Averaging costs for fluctuations is commonly used in the ratemaking process and is consistent
5 with how other costs have been treated in this case.

6 Q. How does the storm damage from May 2003 affect the cost of removal and
7 salvage adjustment?

8 A. The Company incurred damage to its system due to storms in their service
9 territory on May 4, 2003. As a result of an insurance claim, the Company received monies
10 reimbursing it for both construction for the plant being replaced, and cost of removal and
11 salvage for the plant being removed. The retirement work orders associated with these test
12 year storms were not closed until 2004. The Staff added the cost of removal and salvage,
13 including the associated insurance proceeds to the test year amount of cost of removal and
14 salvage included in its five-year average.

15 Q. How did the Staff determine the Missouri Jurisdictional amounts of cost of
16 removal and salvage?

17 A. The five-year average was computed using total Empire amounts so a Missouri
18 jurisdictional factor for general plant was applied to identify the Missouri only portion of net
19 cost of removal and salvage.

20 Q. Have the amounts of cost of removal and salvage value been treated this way
21 in prior Empire rate cases?

22 A. Yes. In the two previous Empire rate cases, Case Nos. ER-2002-424 and
23 ER-2001-299, the Staff also proposed the Commission treat cost of removal and salvage the

1 exact same way it is proposing in this case. The Commission adopted this approach in
2 determining the authorized depreciation rates prescribed for Empire. In its Report And Order
3 in Case No. ER-2001-299 issued on September 20, 2001, the Commission stated:

4 The Staff's approach of treating net salvage cost as an expense based
5 on Empire's recent historical data reduces this uncertainty.
6 Additionally, separately stating net salvage cost, rather than
7 incorporating it in depreciation rates, appropriately identifies the
8 significance of net salvage cost on rates. The Commission finds that
9 net salvage cost considered in setting rates should be based on
10 historical net salvage cost that Empire has actually incurred in the
11 recent past and that it should be treated as an expense.
12 [Commission Report And Order in Case No. ER-2001-299, page 12]

13 In Empire's cases prior to Case No. ER-2000-299, cost of removal and salvage value
14 typically were reflected in the overall depreciation rate and thus, an amount for these items
15 was included in depreciation expense. However, in recent utility rate cases, the Staff has been
16 proposing to remove from the depreciation rates the accrual of the removal costs and salvage
17 value. Staff witness Gregory Macias of the Engineering and Management Services
18 Department is sponsoring the Staff's position in this case to remove these items from the
19 accrual of depreciation. He will provide the basis and reasoning for why the Staff has been
20 determining depreciation rates in this manner. Consistent with the Commission's Order in
21 Case No. ER-2001-299, the Staff has included the cost of removal and salvage value in the
22 cost of service determination as a current expense item rather than part of the depreciation
23 accrual process.

24 Q. Has the Staff treated cost of removal and salvage amounts in other rate cases
25 consistent with the way that they have been treated in this case?

26 A. Yes. This approach has been used the last several years in many rate cases
27 filed with the Commission. The cases in which cost of removal has been treated as an
28 expense item netted against any salvage amounts are:

	<u>Company</u>	<u>Case No.</u>	<u>Case Status</u>
1			
2	Ameren/Union Electric Company	GR-2000512	Stipulated
3	Ameren/Union Electric Company	EC-2002-1	Stipulated
4	Ameren/Union Electric Company	GR-2003-517	Stipulated
5	Citizens Electric Company	ER-2002-217	Stipulated
6	Laclede Gas Company	GR-2001-621	Ordered
7	Laclede Gas Company	GR-2002-356	Stipulated
8	St. Louis County Water Company	WR-2000-844	Not Used
9	Missouri American Water Company	WR-2003-500	Stipulated
10	Missouri American Water Company	WC-2004-0168	Stipulated
11	Empire District Electric	ER-2001-299	Ordered
12	Empire District Electric	ER-2002-424	Stipulated
13	Missouri Gas Energy	GR-2001-292	Stipulated
14	UtiliCorp United, Inc. (Aquila Inc.)	ER-2001-672	Stipulated
15	Aquila Inc	ER-2004-0034	Stipulated
16	Aquila Inc	HR-2004-0024	Stipulated
17	Aquila Inc	ER-2004-0072	Stipulated
18	Peace Valley Telephone Co.	TT-2001-118	Stipulated
19	Holoway Telephone Co.	TT-2001-119	Stipulated
20	KLM Telephone Company	TT-2001-120	Stipulated
21	Northeast MO Rural Telephone	TT-2001-344	Stipulated
22	Oregon Farmers Mutual Telephone	TT-2001-328	Stipulated
23	BPS Telephone Company	TC-2002-1076	Pending
24	Green Hills Telephone	TT-2001-115	Stipulated
25	Iamo Telephone Company	TT-2001-116	Stipulated
26	Ozark Telephone Company	TC-2001-402	Stipulated

27 Q. Does this conclude your direct testimony?

28 A. Yes, it does.

29

CASE PROCEEDING PARTICIPATION

LEASHA S. TEEL

PARTICIPATION		TESTIMONY
COMPANY	CASE NO.	ISSUES
AmerenUE	EC-2002-1025	Direct - Advertising
Laclede Gas Company	GR-2002-356	Direct - Affiliated Transactions, Injuries and Damages and Insurance Expense
AmerenUE	EC-2002-1	Direct - Advertising, Cash Working Capital, Dues and Donations, Miscellaneous Expenses, Rate Case Expense and PSC Assessment
AmerenUE	EC-2002-1	Surrebuttal-Cash Working Capital, Advertising, Dues and Donations, Rate Case Expense and PSC Assessment
Laclede Gas Company	GR-2001-629	Direct - Payroll, Payroll Taxes, and Payroll Related Benefits other than OPEBS and Pensions
AmerenUE	GR-2002-0517	Direct – Revenues, PSC Assessment and Uncollectibles

Empire District Electric Company
Case No. ER-2004-0570
Advertising Expenses
For the 12 Months Ended December 31, 2003

File name: Advertising
Prepared by: LST
Source: Data Request #164

<u>Year</u>	<u>Month</u>	<u>ACCT</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Ad Type</u>	<u>Ad Name</u>	<u>Staff</u> <u>Classification</u>	<u>Staff</u> <u>Treatment</u>	<u>Amount</u>	<u>Account</u>
2003	2	909.233	Corr V118159 Newton County New	(70.00)	Info	Christmas Elves	Institutional	Disallowed		
2003	1	909.233	Tri-Lakes Newspapers Inc.	4.50	Info	Christmas Elves	Institutional	Disallowed		
2003	12	909.233	Baxter springs News	42.00	Info	Christmas Elves	Institutional	Disallowed		
2003	1	909.233	Baxter Springs news	42.08	Info	Christmas Elves	Institutional	Disallowed		
2003	2	909.233	Corr V118159 Newton County New	70.00	Info	Christmas Elves	Institutional	Disallowed		
2003	12	909.233	Baxter Spring Citizen	70.00	Info	Christmas Elves	Institutional	Disallowed		
2003	2	909.233	The Newton County News	70.00	Info	Christmas Elves	Institutional	Disallowed		
2003	1	909.233	Sarcoxie Publishing Co. Inc.	110.88	Info	Christmas Elves	Institutional	Disallowed		
2003	12	909.233	Neosho Daily News	196.00	Info	Christmas Elves	Institutional	Disallowed		
2003	12	909.233	Tri-Lakes Newspapers Inc.	210.00	Info	Christmas Elves	Institutional	Disallowed		
2003	11	909.233	Showme the Ozarks Communications	350.00	Info	Christmas Elves	Institutional	Disallowed		
Info-Christmas Elves - Newspaper				1,095.46					1,095.46	909.233
2003	5	909.231	Sparlin Advertising	(6,964.93)	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	1	909.231	Missouri Southern Athletics	620.00	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	2	909.231	Missouri Southern Athletics	620.00	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	3	909.231	Missouri Southern Athletics	620.00	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	4	909.231	Missouri Southern Athletics	620.00	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	5	909.231	Missouri Southern Athletics	620.00	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	10	909.231	Sparling Advertising Associates	6,798.32	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	5	909.231	Sparling Advertising Associates	6,964.93	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	4	909.231	Sparlin Advertising	6,964.93	Info	Committed to Service	Institutional/Informational	Disallowed		
Info-Committed to Service-Radio				16,863.25					5,621.08	909.231
2003	5	909.232	Sparlin Advertising	(12,975.00)	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	8	909.232	CORR V131757 per Julie Maus	131.51	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	9	909.232	Ozarks Public Television	131.51	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	10	909.232	Ozarks Public Television	131.51	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	8	909.232	Corr V131755 per Julie Maus	141.43	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	9	909.232	Ozarks Public Television	141.43	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	10	909.232	Ozarks Public Television	141.43	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	8	909.232	CORR V131756 per Julie Maus	233.01	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	7	909.232	Ozarks Public Television	131.51	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	7	909.232	Ozarks Public Television	141.43	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	7	909.232	Ozarks Public Television	233.01	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	9	909.232	Ozarks Public Television	233.01	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	10	909.232	Ozarks Public Television	233.01	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	11	909.232	Ozarks Public Television	505.95	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	12	909.232	Ozarks Public Television	505.95	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	10	909.232	Sparlin Advertising Assocites	12,503.00	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	5	909.232	Sparlin Advertising Assocites	12,975.00	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	4	909.232	Sparlin Advertising	12,975.00	Info	Committed to Service	Institutional/Informational	Disallowed		
Info-Committed to Service-TV				28,513.70					9504.57	909.232
2003	8	909.233	CORR V131756 per Julie Maus	(233.01)	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	8	909.233	CORR V131755 per Julie Maus	(141.43)	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	8	909.233	CORR V131757 per Julie Maus	(131.51)	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	8	909.233	Ozarks Public Television	131.51	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	8	909.233	Ozarks Public Television	141.43	Info	Committed to Service	Institutional/Informational	Disallowed		
2003	8	909.233	Ozarks Public Television	233.01	Info	Committed to Service	Institutional/Informational	Disallowed		

2003	3	909.236	CORR V121725 GR11307	(445.00)	Info	Contact Info	Institutional	Disallowed	(445.00)	(340.00)	
2003	7	909.236	the Joplin Swim Team	25.00	Info	Contact Info	Institutional	Disallowed	25.00	340.00	
2003	7	909.236	Institute of Management Accountants	35.00	Info	Contact Info	Institutional	Disallowed	35.00	340.00	
2003	3	909.236	CORR V121725 GR11307	445.00	Info	Contact Info	Institutional	Disallowed	445.00		
2003	3	909.236	Craig Williams Creative Inc. d/b/a Comm	445.00	Info	Contact Info	Institutional	Disallowed	445.00		
2003	3	909.144	CORR V120541 GR11185	(340.00)	Info	Contact Info	Institutional	Disallowed	505.00	909.236	340.00
2003	3	909.144	CORR V120541 GR11185	340.00	Info	Contact Info	Institutional	Disallowed			930.144
2003	3	909.144	Chamber of Commerce of Webb City	340.00	Info	Contact Info	Institutional	Disallowed			
			Info-Contact Information-Other	845.00					845.00		
2003	5	909.233	Monett Times	57.60	Info	Excuse US	Informational	Allowed			
2003	8	909.233	Neosho Daily News	85.00	Info	Excuse US	Informational	Allowed			
2003	5	909.233	NW Arkansas Democrat-Gazette	94.24	Info	Excuse US	Informational	Allowed			
			Info-Excuse Us-Newspaper	236.84							
2003	8	909.231	KRPS 89.9 FM	1,500.00	Info	Open all Night	Informational	Allowed			
			Info-Open All Night-Radio	1,500.00							
2003	12	909.236	Liberty Group Publishing	1,300.00	Info	Open all Night	Informational	Allowed			
			Info-Open All Night_Other	1,300.00							
2003	12	909.233	The Grove Sun Newspape Bass	95.87	Info	Rate Case	Oklahoma Rate Case	Disallowed			
2003	12	909.233	The Vinita Daily Journal & Printing Co.	99.55	Info	Rate Case	Oklahoma Rate Case	Disallowed			
2003	12	909.233	Miami News Record	102.81	Insti	community Recognition	Oklahoma Rate Case	Disallowed			
			Info-Rate Case-Newspaper	298.23					298.23	909.233	
2003	1	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Website	Informational	Allowed			
2003	2	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Project Help	Institutional	Disallowed	630.00		
2003	3	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Power Outage	Informational	Allowed			
2003	4	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Website	Informational	Allowed			
2003	5	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus- Electricity Respec	Safety	Allowed			
2003	6	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Vacation Plans	Informational	Allowed			
2003	7	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Flag Safety	Safety	Allowed			
2003	8	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Hot tips Keep Cool	Informational	Allowed			
2003	10	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Its Your Choice	Informational	Allowed			
2003	11	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Christmas Elves	Institutional	Disallowed	630.00		
2003	12	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Govenors Award	Institutional	Disallowed	630.00		
2003	9	909.233	Joplin Globe Publishing Co.	630.00	Info	Today at 50 Plus-Website	Informational	Allowed			
			Info-Today at 50-Plus- Newspaper	7,560.00					1,890.00	909.233	
2003	1	930.142	Ozarks Public Television	131.51	Insti	Community Recognition	Institutional	Disallowed			
2003	2	930.142	Ozarks Public Television	131.51	Insti	Community Recognition	Institutional	Disallowed			
2003	3	930.142	Ozarks Public Television	131.51	Insti	Community Recognition	Institutional	Disallowed			
2003	4	930.142	Ozarks Public Television	131.51	Insti	Community Recognition	Institutional	Disallowed			
2003	5	930.142	Ozarks Public Television	131.51	Insti	Community Recognition	Institutional	Disallowed			
2003	6	930.142	Ozarks Public Television	131.51	Insti	Community Recognition	Institutional	Disallowed			
2003	1	930.142	Ozarks Public Television	141.43	Insti	Community Recognition	Institutional	Disallowed			
2003	2	930.142	Ozarks Public Television	141.43	Insti	Community Recognition	Institutional	Disallowed			
2003	3	930.142	Ozarks Public Television	141.43	Insti	Community Recognition	Institutional	Disallowed			
2003	4	930.142	Ozarks Public Television	141.43	Insti	Community Recognition	Institutional	Disallowed			
2003	5	930.142	Ozarks Public Television	141.43	Insti	Community Recognition	Institutional	Disallowed			
2003	6	930.142	Ozarks Public Television	141.43	Insti	Community Recognition	Institutional	Disallowed			
2003	1	930.142	Ozarks Public Television	233.01	Insti	Community Recognition	Institutional	Disallowed			
2003	2	930.142	Ozarks Public Television	233.01	Insti	Community Recognition	Institutional	Disallowed			
2003	3	930.142	Ozarks Public Television	233.01	Insti	Community Recognition	Institutional	Disallowed			

2003	4	930.142	Ozarks Public Television	233.01	Insti	Community Recognition	Institutional	Disallowed		
2003	5	930.142	Ozarks Public Television	233.01	Insti	Community Recognition	Institutional	Disallowed		
2003	6	930.142	Ozarks Public Television	233.01	Insti	Community Recognition	Institutional	Disallowed		
			Insti-Community Recogintion-TV	3,035.70					3035.7	930.142
2003	1	930.143	Joplin Globe Publishing Co.	60.00	Insti	Community Recognition	Institutional	Disallowed		
2003	2	930.143	Joplin Globe Publishing Co.	60.00	Insti	Community Recognition	Institutional	Disallowed		
2003	3	930.143	Joplin Globe Publishing Co.	60.00	Insti	Community Recognition	Institutional	Disallowed		
2003	4	930.143	Joplin Globe Publishing Co.	60.00	Insti	Community Recognition	Institutional	Disallowed		
2003	5	930.143	Joplin Globe Publishing Co.	60.00	Insti	Community Recognition	Institutional	Disallowed		
2003	6	930.143	Joplin Globe Publishing Co.	60.00	Insti	Community Recognition	Institutional	Disallowed		
2003	7	930.143	Joplin Globe Publishing Co.	60.00	Insti	Community Recognition	Institutional	Disallowed		
2003	8	930.143	Joplin Globe Publishing Co.	60.00	Insti	Community Recognition	Institutional	Disallowed		
			Insti-Community Recognition-Newspaper	480.00					480.00	930.143
2003	1	909.233	Joplin Globe Publishing Co.	19.53	Insti	Logo Ad	Institutional	Disallowed		
2003	4	930.143	Joplin Globe Publishing Co.	15.00	Insti	Logo Ad	Institutional	Disallowed		
2003	9	930.143	Joplin Globe Publishing Co.	15.00	Insti	Logo Ad	Institutional	Disallowed		
			Intsi-Logo Ad-Newspaper	49.53					49.53	930.143
2003	8	930.144	Tri-State Tribune	100.00	Insti	Logo Ad	Institutional	Disallowed		
2003	6	930.144	Ash Grove Commonwealth	125.00	Insti	Logo Ad	Institutional	Disallowed		
2003	4	930.144	Joplin Globe Publishing Co	200.00	Insti	Logo Ad	Institutional	Disallowed		
2003	3	930.144	Joplin Globe Publishing Co	(1,000.00)	Insti	Logo Ad	Institutional	Disallowed		
2003	3	930.144	Joplin Globe Publishing Co	1,000.00	Insti	Logo Ad	Institutional	Disallowed		
2003	3	930.144	Joplin Globe Publishing Co	1,000.00	Insti	Logo Ad	Institutional	Disallowed		
2003	12	930.144	Ash Grove Commonwealth	1,000.00	Insti	Logo Ad	Institutional	Disallowed		
			Insti-Logo Ad-Other	2,425.00					2,425.00	930.144
2003	1	909.231	Mountaintop Broadcasting, Inc.	468.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.231	Sparlin Advertising Associates	6,569.36	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
			Safety-Don't Cross the Line-Radio	7,037.36						
2003	6	909.232	Sparlin Advertising Associates	12,948.00	Safety	Don't cross the Line/Power of Elec.	Safety	Allowed		
			Safety-Don't Cross the Line-TV	12,948.00						
2003	6	909.233	Baxter Springs News	63.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Webb City Sentinel and Wise Buyer	69.09	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	7	909.233	Galena Sentinel-Times	73.50	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Tri-State Tribune	78.75	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	The Willard Cross Country Times	84.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Greenfield Vedette	90.30	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Republic Publishing Company	94.50	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Sac-Osage Publishing	98.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	County Courier	99.75	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Aurora Advertiser	105.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Baxter Springs Citizen	105.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	the Newton County News	105.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Monett Times	113.40	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	7	909.233	Taney County times	140.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Stone county publishing Co	142.50	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	NW Arkansas Democrat-Gazette	165.90	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Sarcoxe Publishing Co. Inc.	166.32	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Miami Newspapers Inc.	190.05	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		
2003	6	909.233	Seneca News Dispatch	198.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed		

2003	6	909.233	The Index	226.80	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	Ash Grove Commonwealth	252.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	Lawrence County Record	255.15	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	Joplin Globe Publishing Co	260.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	Neosho Daily News	283.50	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	Community Publishers Inc.	297.15	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	Tri-Lakes Newspapers Inc.	315.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	Mcdonald county Press	492.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	Joplin Globe Publishing Co	523.95	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	6	909.233	the News Leader	1,446.69	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
Safety-Don't Cross the Line-Newspape				6,534.30				
2003	10	909.235	McAuley High School yearbook	50.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	10	909.235	Westivew C-6 School	50.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	10	909.235	Hermitage R-IV School District	65.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
Safety-Don't Cross the Line-School Pu				165.00				
2003	2	909.236	CORR V117685 GR11023	(350.00)	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	4	909.236	Joplin Youth Baseball Organization	250.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	2	909.236	CORR V117685 GR11023	350.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	9	909.236	Show Me the Ozarks Communications	350.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	2	909.236	Thomas Jefferson Independent	350.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	1	909.236	Home Builders Assoc of S W Mo	450.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	2	909.236	Ozarks Public Television	500.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	8	909.236	Missouri Southern Athletics	620.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	9	909.236	Missouri Southern Athletics	620.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	10	909.236	Missouri Southern Athletics	620.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	11	909.236	Missouri Southern Athletics	620.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	12	909.236	Missouri Southern Athletics	620.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
2003	11	909.236	Liberty Group Publishing	675.00	Safety	Don't Cross the Line/Power of Elec.	Safety	Allowed
Safety-Don't Cross the Line-Other				5,675.00				
2003	11	909.231	Sparlin Advertising Associates	6,949.02	Safety	Louie Play it Safe	Safety	Allowed
Safety-Louie Play it Safe-Radio				6,949.02				
2003	11	909.232	Sparlin Advertising Associates	12,955.00	Info	Louie Play it Safe	Safety	Allowed
Safety-Louie Play it Safe-TV				12,955.00				

Total Advertising 125,530.07

* Committed to Service is a campaign of TV, radio and newspaper
The Staff disallowed 1/3 of the total cost of this particular ad group

* The Staff also disallowed the rate case advertisements because the
advertisements were not for a Missouri rate case.

Disallowed by Account


\$	3,035.70	930.142
\$	529.53	930.143
\$	2,765.00	930.144
\$	6,330	S-14.2
\$	5,621.08	909.231
\$	9,504.57	909.232
\$	6,304.92	909.233
\$	505.00	909.236
\$	21,936	S-11.2
\$	28,266	Total

Corporate Communications
Radio/TV Ad Copy
January 1 - December 31, 2003
MPSC DR #0164

Campaign Name	Radio/TV Copy
Don't Cross the Line	As electricity passes down the power line, it touches lives in many ways. It makes lives more comfortable. It improves the quality of our lives. It even helps to save lives. But electricity also demands respect. Be alert. Stay away from all power lines. Lives depend on it. Don't cross the line. We care about your safety. The Empire District Electric Company.
Committed to Service (3 spot rotation)	<p>#1 - Since 1909, Empire District Electric Company has been committed to service...both for our customers and our communities. Our outdoor lighting systems, heating and cooling consultation services, and our interactive web site are just a few of the ways we can help you get the most from your electric company. At Empire District, we're committed to service.</p> <p>#2 - Since 1909, Empire District Electric Company has been committed to service...both for our customers and our communities. We give our time, talents and financial support to community projects and organizations. Many hours are spent helping at our schools, volunteering as coaches and troop leaders, serving on school boards and Chambers of Commerce...lending a hand to those in need. At Empire District, we're committed to service! After all, it's our community, too!</p> <p>#3 - Since 1909, Empire District Electric Company has been committed to service...both for our customers and our communities. As part of our commitment to customers, we provide the energy services needed to power your life and the convenient payment options you want. Try the average monthly payment plan that can be automatically deducted from your bank account. Or pay with a credit card by phone or online. It's your choice! At Empire District, we're committed to service!</p>
Open All Night	Empire District Electric Company, services you count on, accessible twenty-four hours a day, seven days a week. 1-800-206-2300.
Community Recognition	Brought to you by Empire District Electric Company, services you count on.
Louie - Play if Safe Around Electricity (4 spot rotation)	<p><i>Sailing/Overhead Safety:</i></p> <p>Great day for sailing! Ready gang? When your daddy and you go to sail for the day make sure the power lines are far away. When your daddy and you make the house look fine, never place antennas or ladders near power lines. Hey this lightning bug doesn't raise his antenna near power lines! You gotta stay away from power lines. You gotta stay away from power lines. Empire, services you count on.</p>


	<p><i>Downed Lines:</i></p> <p>These power lines have the blues cause they're feeling down. We've got the blues cause we're feeling down. So when the lines are down don't you hang around. When we're down don't hang around. When the lines are down don't you hang around. When the lines are down don't you hang around. Empire, services you count on.</p>
	<p><i>Substations:</i></p> <p>Every cat I know has a fence where he likes to stroll. But there's one fence in town no one should ever go around. This fence holds danger. A beast that everyone should fear. So go play somewhere else – just don't play here! Empire, services you count on.</p> <p><i>Christmas Louie:</i></p> <p>Fa, la, la, la – Oh, Louie here, listen to me, you gotta play it safe around electricity. Watch out, little buddy, when you plug these in, don't plug in too many my friend. Ho, ho, ho, can't hold anymore. Now here's an empty socket, it's such a scary sight. Nothing goes in here, but another pretty light. Yeah! Watch out, little buddy, listen to me, you gotta play it safe around electricity. Play it safe around a tree. Watch out, be careful what you do. Empire, services you count on.</p>

"Warm a heart,
 Brighten a life...
 Become a Christmas Elf"



Pick up a "wish list" at your
 Local EMPIRE DISTRICT
 office for an elderly
 neighbor who lives
 alone. Fill all or
 part of the list and
 deliver to Empire by
 December 12 for
 distribution by the
 Area Agency on Aging.

Help make the holidays
 a little brighter
 for someone who is alone.



Area Agency
 on Aging

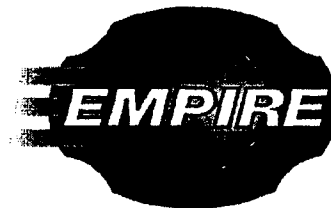
For List
 12-11-14

COMMITTED TO
*community
service.*

Since 1909, Empire District Electric Company has been committed to service... both for our customers and our communities.

We give our time, talents and financial support to community projects and organizations.

Many hours are devoted to helping at our schools, volunteering as coaches and troop leaders, serving on school boards and Chambers of Commerce, lending a hand to those in need...



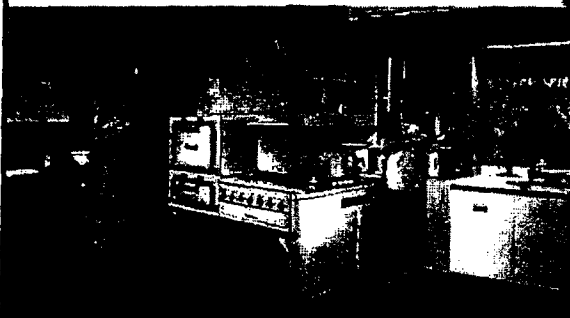
SERVICES YOU COUNT ON

www.empiredistrict.com

1-800-206-2300

*At Empire District, we're committed to service!
After all, it's our community, too!*

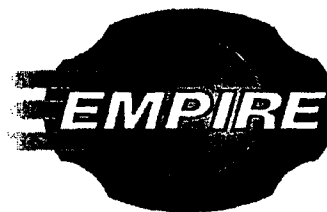
COMMITTED TO
*customer
service.*



Since 1909, Empire District Electric Company has been committed to service... both for our customers and our communities.

As part of our commitment to customers, we provide the energy services needed to power your life and the convenient payment options you want.

Try the average monthly payment plan that can be automatically deducted from your bank account. Or, pay with a credit card by phone or online.



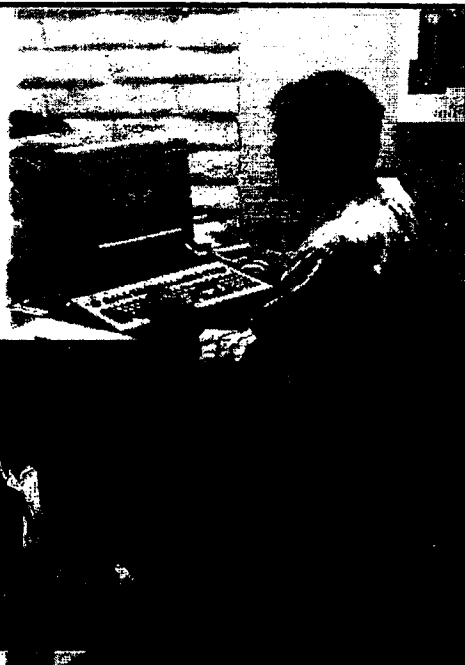
SERVICES YOU COUNT ON

**www.empiredistrict.com
1-800-206-2300**



It's your choice!
At Empire District, we're committed to service!

COMMITTED TO
service.



Since 1909, Empire District Electric Company has been committed to service... both for our customers and our communities.

Our outdoor lighting systems, heating and cooling consultation services, and our interactive web site are just a few of the ways we can help you get the most from your electric company.



SERVICES YOU COUNT ON

www.empiredistrict.com

1-800-206-2300



*At Empire District,
we're committed to service!*

Chamber Map
03/2003

Contact Info. →

ht

Kim E
Vice Pres
Branch C
716 Pe
Joplin, MO
417-627

Wizards
Fenton

C

MOBILE

MOBILE

MOBILE

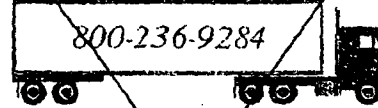
GEORGI
CITY

SALES

Cargo-Master, Inc.

2727 E. 32 St., Suite 8
Joplin, MO 64804

Third-Party Logistics
Truck Brokerage



"Come join our team"
WWW.GCCMI.COM

21 Joplin F9

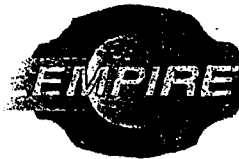


Authentic Mexican Food

1901 E. 32nd St. Suite 10
Joplin, MO 64804

Phone 417-626-8688
Fax 417-626-8778

92 Joplin E1



SERVICES YOU COUNT ON



The Empire District
Electric Company

602 Joplin Ave.
PO Box 127
Joplin, MO 64802

Tel: (417) 624-0300
(800) 296-2360
www.empiredistrict.com

2 Joplin 111

Hawkins Title

A First American Life Insurance Company

Joplin Service Center

904 E. 15th St. • Joplin, MO 64804 • (417) 623-2125
Fax: (417) 626-9664 • Toll Free: (800) 461-8775

Carthage Office

349 S. Main • Carthage, MO 64836 • (417) 358-8063
Fax: (417) 358-8189

**PLEASE
EXCUSE US!**

On Friday, July 11, crews from
The Empire District Electric Company will
interrupt service for 15 minutes beginning
at 6:00 a.m. to a rural Carthage area
bordered by Hwy 96, I-44, Prosperity
Road, and County Road 90.

The interruption will allow crews to
complete substation maintenance work
to ensure continued reliable
service to the area.




SERVICES YOU COUNT ON

Open All Night

SERVICES AVAILABLE 24 HOURS A DAY,

- Establish, discontinue or transfer service
- Inquire about your bill
- Make payment arrangements
- Report an outage
- Register for the Average Payment Plan
- Initiate AUTOPAY

1-800-206-2800
or
www.empirestate.net


EMPIRE
SERVICES YOU COUNT ON

IN THE DISTRICT COUNTY COURT
OF DELAWARE COUNTY
STATE OF OKLAHOMA

Rate Case

AFFIDAVIT OF PUBLICATION

Cause
Case No. PUB200300121

Empire District Electric Company
Rate Change - Notice of Hearing
Plaintiff

vs.

Defendant

Hank Crockett, of lawful age, being duly sworn, upon oath deposes and says that he is the Authorized Agent of *The Grove Sun Daily*, a newspaper printed in Grove, Delaware County, Oklahoma, and of a bona fide paid general circulation therein, printed in the English language, and that the notice of publication, a copy of which is hereto attached, was published in *two* consecutive issues, the first publication being on the *28th* day of *April*, 2003, and the last day of publication, being on the *5th* day of *May*, 2003, and that said newspaper has been continuously and uninterruptedly published in said county during the period of one hundred and four weeks (104) weeks consecutively prior to the first publication of said notice or advertisement as required by House Bill 99, an Act amending Section 54, Oklahoma Statutes (1931) passed by the Fifteenth Legislature and effective July 23, 1935, and thereafter.

The advertisement above referred to, a true and printed copy of which is hereto attached, was published in said *The Grove Sun Daily*, on the following dates to-wit:

- 1st Insertion *April 28*, 2003
- 2nd Insertion *May 5*, 2003
- 3rd Insertion _____, 20____
- 4th Insertion _____, 20____

Said Notice was published in the regular edition of said newspaper and not in a supplement thereof.

Affiant further states that said newspaper meets all the requirements of the laws of the State of Oklahoma with reference to legal publications.

Publishing Fee \$ *95.87*

Hank Crockett
Hank Crockett,
Authorized Agent

Subscribed and sworn to before me this *8th* day of *May*, 2003.

Candace A. Rowe
Notary Public

My Commission Expires *7-18-05*

CANDYCE A. ROWE
Notary Public - Notary Seal
STATE OF OKLAHOMA
MY COMMISSION EXPIRES July 18, 2005

BEFORE THE CORPORATION
COMMISSION OF THE STATE
OF OKLAHOMA

In the matter of the Application
of THE EMPIRE DISTRICT ELECTRIC
COMPANY for an order
approving a general rate change
for electrical service under the
terms of the
Oklahoma Public Utilities
Code, Chapter 10, Section 10-101
NOTICE IS HEREBY GIVEN that
Application, by Empire District
Electric Company ("Empire") has
been filed with the Clerk of the
Court for a general rate change.

That Empire is requesting
approval to increase its annual
revenue by approximately
\$55,450 by increasing monthly
rates for high rate class and cus-
tomer charges related to cus-
tomer advances, customer life
charges, and reconnection fees.
NOTICE IS FURTHER GIVEN
that a hearing on Empire's appli-
cation has been scheduled
before the Administrative Law
Judge on the 28th & 29th day of
July, 2003, at 9:30 a.m. in
Courtroom 201, Third Floor, 3101
North Lincoln Boulevard,
Oklahoma City, Oklahoma.
NOTICE IS FURTHER GIVEN
that Empire shall publish this
notice in its papers, once per
week for two (2) consecutive
weeks, with the first publication
commencing at least fifteen (15)
days prior to hearing, in a non-
special general circulation
paper in the State of Oklahoma.

NOTICE IS FURTHER GIVEN
that Empire shall publish a final
notice of rate change in its
general circulation paper, which
shall contain information re-
garding the nature of the pro-
posed changes and the effect of
the changes on customer billing.
This notice shall be published
in the daily and weekly editions of the
hearing and may be included in
regular customer billings, but
shall, in any case, be mailed at
least fifteen (15) days prior to
publication and submit of mail-
ing that with the Court Clerk's
Office to become part of the
record herein.

NOTICE IS FURTHER GIVEN
that all interested persons may
appear and be heard, and the
Commission shall after the tak-
ing of evidence issue such
orders and grant such relief as it
deems fair, necessary, reason-
able, proper and equitable under
the provisions, whether or not
specifically prayed for by Empire.
For information concerning this
Cause, contact either James C.
Thompson, 312 East Capitol
Avenue, P.O. Box 490, Johnson
City, Missouri 64302, telephone
873-885-7188, or Jay M. Galt,
6551 N. Western, Suite 200,
Oklahoma City, Oklahoma
73106, telephone 366-6442.
7545, Attorney for Applicant,
OKLAHOMA CORPORATION
COMMISSION
BENJAMIN A. ROWE, Chairman
ROBERT W. VANCE, Vice Chairman
JEFF CLOUD, Commissioner
DANE AND PERRY, Clerk

Rate Case

Proof of Publication

STATE OF OKLAHOMA } ss.
CRAIG COUNTY

In the _____ Court of Craig
County, State of Oklahoma

Case No. _____

Affidavit of Publication

Phillip R. Reid, of lawful age, being duly sworn, upon oath deposes and says that he is the publisher of the Vinita Daily Journal, a daily newspaper printed in Vinita, Craig County, Oklahoma, and of a bona-fide paid general circulation therein, printed in the English language, and that the notice of publication, a copy of which is hereto attached, was published in said newspaper for _____ consecutive

on the _____ day of _____, the first publication being on the _____ day of _____, the last day of publication on the _____ day of _____, 2003, and that said newspaper has

been continuously and uninterruptedly published in said county during the period of One Hundred and Four (104) weeks consecutively, prior to the first publication of said notice or advertisement, as required by House Bill 99, (an Act amending Section 54, Oklahoma Statutes 1931), passed by the Fifteenth Legislature and effective July 23, 1935, and thereafter.

The advertisement above referred to, a true and printed copy of which is hereto attached, was published in said newspaper on the following date, to-wit:

1st Insertion _____, 2003
2nd Insertion _____, 2003
3rd Insertion _____, 2003
4th Insertion _____, 2003
5th Insertion _____, 2003

Said notice was published in the regular edition of said newspaper and not in a supplement thereof.

Affiant further states that said newspaper meets all the requirements of the laws of the State of Oklahoma with reference to legal publications.

Publishing Fee \$ _____

Subscribed and sworn to before me this _____ day of _____, A.D. 2003

My commission expires _____

MARION JOY CRUZAN
Notary Public - State of Oklahoma
Craig County
Commission # 92017155
My Commission Expires Nov 13, 2003

OFFICE PROOF ATTACHED

PUBLIC NOTICE

(Published in the Vinita Daily Journal April 28 & May 5, 2003)

BEFORE THE CORPORATION
COMMISSION OF THE STATE
OF OKLAHOMA

In the matter of the Application of
THE EMPIRE DISTRICT ELECTRIC
COMPANY for an order approving a
general rate change for electrical service
within the state of Oklahoma
Cause No. PUD 200300121

NOTICE OF HEARING

NOTICE IS HEREBY GIVEN that Applicant,
the Empire District Electric Company ("Empire") has filed an application in the above-entitled cause for a general rate change.

NOTICE IS FURTHER GIVEN that Empire is requesting approval to increase its annual revenues by approximately \$954,540 by increasing monthly rates for each rate class and customer charges related to customer advances, customer trip charges, and reconnection fees.

NOTICE IS FURTHER GIVEN that a hearing on Empire's application has been scheduled before an Administrative Law Judge on the 28th & 29th day of July, 2003, at 8:30 a.m. in Courtroom 301, Third Floor, Jim Thorpe Office Building, 2101 North Lincoln Boulevard, Oklahoma City, Oklahoma.

NOTICE IS FURTHER GIVEN that Empire shall publish this notice, at its expense, once each week for two (2) consecutive weeks, with the first publication commencing at least fifteen (15) days prior to hearing, in a newspaper of general circulation published in the counties of Ottawa, Delaware, and Craig, Oklahoma, wherein Empire customers are located.

NOTICE IS FURTHER GIVEN that Empire shall make a good faith effort to mail notice to all affected customers. This notice shall contain information concerning the nature of the proposed changes and the effect of the changes on customer billing. This notice shall further give the date, time and location of the hearing and may be included in regular customer billings; but shall, in any case, be mailed at least fifteen (15) days prior to the date of the hearing. The cost of publication and mailing shall be at the expense of Empire, with proof of publication and affidavit of mailing filed with the Court Clerks Office to become part of the record herein. NOTICE IS FURTHER GIVEN that all interested persons may appear and be heard, and the Commission shall after the taking of evidence issue such orders and grant such relief as it deems fair, necessary, reasonable, proper and equitable under the premises, whether or not specifically prayed for by Empire.

For information concerning this Cause, contact either James C. Swearingen, 312 E. Capitol Avenue, P.O. Box 456, Jefferson City, Missouri 65102, telephone (573) 635-7166, or Jay M. Galt, 8520 N. Western, Suite 300, Oklahoma City, Oklahoma 73116, telephone (405) 842-7645, Attorneys for Applicant.

OKLAHOMA CORPORATION
COMMISSION

DENISE A. BODE, Chairman

BOB ANTHONY, Vice-Chairman

JEFF CLOUD, Commissioner

DONE AND PERFORMED ON THIS 16th
DAY OF April 2003, BY ORDER OF THE
COMMISSION

PEGGY MITCHELL, Secretary

Rate Case

PUBLIC NOTICE

(Published in the Miami News-Record
April 28, May 5, 2003 - 21)
BEFORE THIS CORPORATION COMMISSION OF
THE STATE OF OKLAHOMA

In the matter of the Application of
THE EMPIRE DISTRICT ELECTRIC
COMPANY for an order approving
a general rate change for electrical service
within the State of Oklahoma

Cause No. PUD 200300121

NOTICE OF HEARING

NOTICE IS HEREBY GIVEN that Applicant, the Empire District Electric Company ("Empire") has filed an application in the above-entitled cause for a general rate change.

NOTICE IS FURTHER GIVEN that Empire is requesting approval to increase its annual revenues by approximately \$954,540 by increasing monthly rates for each rate class and customer charges related to customer advances, customer trip charges, and reconnection fees.

NOTICE IS FURTHER GIVEN that a hearing on Empire's application has been scheduled before an Administrative Law Judge on the 28th & 29th day of July, 2003, at 8:30 a.m. in Courtroom 301, Third Floor, Jim Thorpe Office Building, 2101 North Lincoln Boulevard, Oklahoma City, Oklahoma.

NOTICE IS FURTHER GIVEN that Empire shall publish this notice, at its expense, once each week for two (2) consecutive weeks, with the first publication commencing at least fifteen (15) days prior to hearing, in a newspaper of general circulation published in the counties of Ottawa, Delaware, and Craig, Oklahoma, wherein Empire customers are located.

NOTICE IS FURTHER GIVEN that Empire shall make a good faith effort to mail notice to all affected customers. This notice shall contain information concerning the nature of the proposed changes and the effect of the changes on customer billing. This notice shall further give the date, time and location of the hearing and may be included in regular customer billings, but shall, in any case, be mailed at least fifteen (15) days prior to the date of the hearing. The cost of publication and mailing shall be at the expense of Empire, with proof of publication and affidavit of mailing filed with the Court Clerk's Office to become part of the record herein.

NOTICE IS FURTHER GIVEN that all interested persons may appear and be heard, and the Commission shall after the taking of evidence issue such orders and grant such relief as it deems fair, necessary, reasonable, proper and equitable under the premises, whether or not specifically prayed for by Empire.

For information concerning this Cause, contact either James C. Swearingen, 312 East Capitol Avenue, P.O. Box 456, Jefferson City, Missouri 65102, telephone (573) 635-7166, or Jay M. Galt, 6520 N. Western, Suite 300, Oklahoma City, Oklahoma 73116, telephone (405) 842-7545. Attorneys for Applicant.

OKLAHOMA CORPORATION COMMISSION
DENISE A. BODE, Chairman

AFFIDAVIT OF PUBLICATION

STATE OF OKLAHOMA, COUNTY OF OTTAWA, ss.

Shannon J. Duhon of lawful age, being duly sworn and authorized, says that he is Publisher of The Miami News-Record, a daily newspaper printed in the English language, in the city of Miami, Ottawa County, Oklahoma, having a paid general subscription circulation in said County, with entrance into the United States mails as second class matter in Ottawa County, and published and printed in said County where delivered to the United States mail, that said newspaper has been continuously and uninterruptedly published in said County during a period of one hundred four (104) consecutive weeks immediately prior to the first publication attached notice, advertisement of publication: and that said newspaper comes within the requirements of Section 106, Title 25, Oklahoma Statutes 1971, as amended 1973, and complies with all other requirements of the laws of Oklahoma with reference to legal publication.

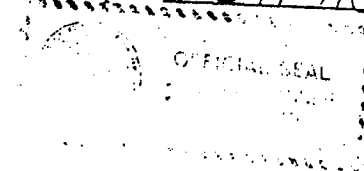
That said notice, a true copy of which is attached hereto, was published in the regular edition of said newspaper during the period and time of publication and not in a supplement, on the following dates:

By: Shannon J. Duhon

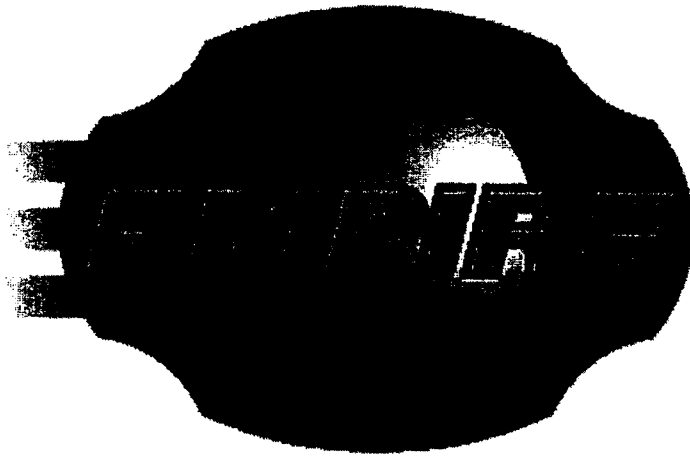
Subscribed and sworn to before me this

12 day of May 2003

Kenneth J. Tawler
C1009788 Notary Public
My commission expires: 6/12/05



Community
Recognition
+
Logo Ad



SERVICES YOU COUNT ON

PeopleSoft Technical/Functional Systems Analyst

BS degree or equivalent experience in Information Systems. Application development experience, excellent analytical skills, self starter, and ability to apply technology solutions to meet the business need. Experience with Crystal reports, Oracle, SQL Server and Windows NT/2000. Preferred skills: 2 or more years experience with Peoplesoft 7.0 and/or 8.0. Qualified applicants should apply to The Empire District Electric Company 602 Joplin Street, Joplin, MO 64804. Equal Employment Opportunity Employer M/F/V/H/C.

Never underestimate the
POWER of ELECTRICITY!

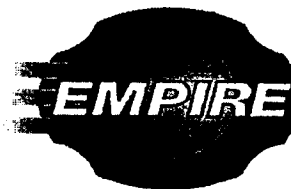
Electricity

It has the power to
improve lives...

save lives...

claim lives.

Unlike other
dangers, there are
no warning signals for
power lines. Whether
on the ground or in
the air, stay away!
Give electricity the
respect it deserves.



SERVICES YOU COUNT ON



Don't cross the line! We care about your safety.

NEWSPAPER

temperature to the lowest setting. Leave nurse a reminder to turn it back up upon return to the clinic.

Reference:

Set the refrigerator temperature to a lower setting. Between 32 degrees and 35 degrees Fahrenheit is best.

IND-CA

For additional phase of funding call our call center at 800-206-2366 or 624-0300 or go online at www.ehp.dhs.gov

...ouïers

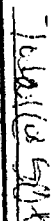
You'll be home in time to use your electric drill.

Volume 50

...and the same energy that you'll find in the clouds.

800-266-2300 or 417-624-0300

SERVICES YOU COUNT ON



Gle 2 - Today@50+ - Flag Safety - 7-3-03

Display Your Flag Safely

As we celebrate our nation's birthday, many will display our most recognizable symbol of freedom, the stars and stripes of our nation's flag. Here are some safety guidelines to follow to keep Old Glory.

Stay away from overhead wires when installing a flag or flagpole on your home. At least a 10-foot clearance should be maintained between your flag and overhead wires. Be sure to include the length of the flag when calculating the distance. When installing the flag, avoid touching overhead wires with a ladder, a pole or any object. Contact can bring a deadly shock.

If installing a flagpole, call 1-800-DIG-RITE. They will determine if there are underground utilities nearby, and locate them for you.

Never attach any material to a power line. This represents not only a potential hazard for you, but also a climbing hazard for power workers.

Never try to remove a flag or any other object that becomes entangled in a power line. Call Empire District Electric Company at 624-0500 or 417-624-0300 for help.

* The employees of The Empire District Electric Company wish you and your family a safe July Fourth holiday.

624-0500 or 417-624-0300

www.empiredistrict.com

EMPIRE

SERVICES YOU COUNT ON



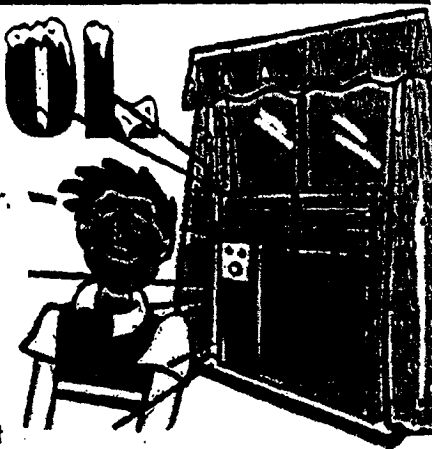
ROUTE TO: CORP COMM	
ADMINISTRATIVE	
ACCOUNTING	
OPERATIONS	
SALES	
MAINT	

SUBJECT Hot Tips - A50t DATE 2-7-03
 NEWSPAPER Globe

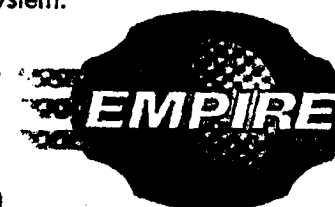
ROUTE 10: LKPK COMM	
CH	CH
CH	CH
CH	CH
CH	CH
CH	CH
CH	CH
CH	CH

HOT Tips to keep you COOL

- Turn off any unnecessary lighting during the day. Lights produce heat, causing your air conditioner to work harder.
- Since high humidity makes our bodies hold more heat, perform activities such as mopping and washing dishes in the coolest part of the day. These tasks add moisture - and heat - to your house in the summer.
- With the bathroom door closed, a bathroom exhaust fan or open window will act to remove heat and moisture. This spares the air conditioner extra work.
- Use your kitchen exhaust fan to remove excess heat and moisture. But don't let it run more than 15 minutes after cooking or it will be taking out conditioned air.
- Use ventilated awnings and other shading devices to prevent heat from entering windows exposed to direct sunlight. Remember that dark colors absorb heat. You can repel excess heat by using light-colored blinds, shades, and draperies on the sunny sides of the house.
- Each time the door is opened, hot air enters your house. Try to keep in-and-out traffic from overworking your cooling system.
- Open crawl space and attic vents in the summer to reduce the humidity and moisture load on your cooling system.



At Empire, we realize that the heat of summer can be life threatening; therefore, we recommend the use of air conditioning to safeguard health. This is especially important for the elderly and those with health problems.



To help customers cope with the increased expense of summer heat, Empire offers the Average Pay Plan that can level out the seasonal ups and downs making budgeting easier. For more information, call Empire at 1-800-203-2600; Call Center representatives are available 24 hours a day.

SERVICES YOU COUNT ON
800-206-2300 or 624-0300
www.empiredistrict.com

ROUTE TO: CORP COMM	
GIBSON	GATZ
GIBSON	MARTIN
KNAFF	
BEECHER	BASS
PALMER	MAUS

Today @ 50+

Check Us Out

9/4/03

Check Us Out On The Web: www.empiredistrict.com

Our site contains general information about the company and its operation and is divided into seven segments:

About Us — Customers will find the company mission statement, company policies, plus some select facts about Empire, a company history, and service territory maps, some photos, and the answers to some frequently asked questions.

Products and Services — This section contains the most common rate schedules and details product and service offerings for residential, commercial, and industrial customers.

Investor Relations — Stock quotes, dividend reinvestment information, SEC filings, recent annual reports, and the answers to frequently asked investor questions can be found in this segment.

Customer Access — Customers will find information regarding credit card payments, the Average Payment Plan and AUTOPAY, deposit and fee information, and other customer service programs.

Economic Development — For those looking to relocate their business to the area, this section contains general information about the company's economic development program and contact information.

Newsroom — Here visitors to the site will find the company's news releases, copies of the most recent annual reports, and contact information for corporate communications.

Employment — Job seekers will find a list of job openings, an employment application, and information on employment benefits.

EMPIRE

The site also offers contact information for various areas of the company, access to Electric Universe, a safety and educational information site, and access to information about proposed Clear Skies legislation.

SERVICES YOU COUNT ON
800-206-2300 or 624-0300
www.empiredistrict.com

Globe

Today@50+

10-2-03

IT'S YOUR CHOICE

Average Payment Plan

With our Average Payment Plan (APP), you won't have to deal with any surprises in your energy costs. Your monthly average payment amount is determined by dividing your total energy consumption for the past year by 11. The average becomes your monthly payment for the next year. In the 12th month, your bill will show either a CREDIT AMOUNT or an AMOUNT DUE. You will receive a check if APP has resulted in overpayment during the year.

When you select APP, you can also choose when you want to pay your bill. Visit our website to enroll: www.empiredistrict.com, under Customer Access - Average Payment Plan - Enrollment Form or call our Call Center at 624-0300 or 800-206-2300.

Simplify your Life with Auto-Pay

When you choose Auto-Pay, your payment is automatically deducted from your bank account. You will still receive your bill, showing in advance the exact amount and date your bank account will be debited. Payment will be verified each month on your bank statement. If you wish to cancel Auto-Pay, simply contact us.

Complete the form available on our website at www.empiredistrict.com under Customer Access - Auto-Pay - Enrollment Form or call our Call Center at 624-0300 or 800-206-2300.

Credit Card Payment by Phone

Empire now has a credit card payment service available for your convenience. To use this service, you must have a touch-tone telephone and either a DISCOVER, MasterCard, or VISA credit card. A teleprocessing fee will be charged to your credit card.

Simply call 1-888-240-2356. After the greeting, you will hear a menu of services. Press 1 to make a payment.



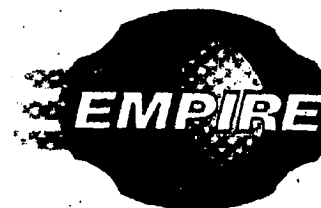
Credit Card Payment On-line

Credit card payments may also be made on-line. Simply go to our website at www.empiredistrict.com under Customer Access - Payments - Credit Card Online. Just follow the steps outlined.



Mail in your payment

In addition to the above options, you can always pay by utilizing the envelope enclosed with your bill. Utilizing any of these payment options helps hold down expenses for Empire, and that's good for all customers.



SERVICES YOU COUNT ON

800-206-2300 or 624-0300
www.empiredistrict.com

Christmas Elves
Today @ 50+
11-6-03



"Warm a heart, Brighten a life... Become a Christmas Elf"

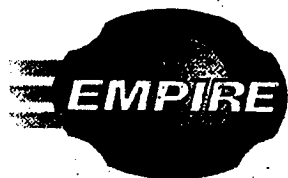
Since 1987 through the Christmas Elf program, Empire District Electric Company and the Area Agencies on Aging have teamed up with hundreds of volunteers from the area to brighten the Christmas holiday for thousands of older adults who are living alone without family or friends to remember them at Christmas.

This year, once again, we're dusting off our elf hats and shoes for another year of festivities. And, you can join the fun.

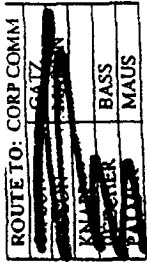
Beginning November 24, the names of seniors who are alone, along with a small wish list, will be available in local Empire offices or at the Vantage Point at Northpark Mall in Joplin. Simply select a name, fill part or all of the wish list, and return the wrapped gifts by December 12 for delivery by volunteers from the Area Agencies on Aging.

The wish lists are small and often contain requests for food (non-perishables only), gloves, stationery and stamps, etc. We do ask that you please limit the size and weight of the boxes, large or heavy boxes are difficult for volunteers and recipients to handle.

Thanks to you, our Christmas Elves, the holidays will be a little brighter for some of our loneliest neighbors.



SERVICES YOU COUNT ON



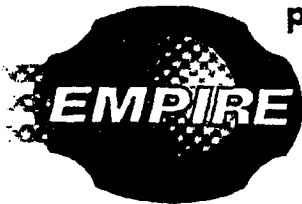
Today @ 504

Governor's Award

12-4-03

The Empire District Electric Company was honored by Missouri Governor Bob Holden with three of his 2003 Environmental Excellence/Pollution Prevention Awards, which honor the state's top environmental stewards. Awards presented to Empire include the Pollution Prevention Award, the Recycling Award, and the Statewide Environmental Excellence/Pollution Prevention Award. Empire was recognized for its tire-derived fuel project at the Asbury Power Plant.

The tire-derived fuel is made from used tires which are collected, chopped into pieces, and mixed with coal. These waste tires are considered an environmental hazard to air, land, and water quality, and are an eyesore. The Company held two free tire collections this year and plans to hold additional collections in the future to assist area communities in dealing with the waste-tire problem.



SERVICES YOU COUNT ON

800-206-2300 or 624-0300
www.empiredistrict.com



PAPER -

day@50+

SUBJECT

Electricity - safety

DATE

5-6-03

ROUTE TO	CORP COMM
SPENCER	MAUS
GIBSON	MAUS
KNAPP	MAUS
RECHER	BASS
MAUS	MAUS

ELECTRICITY - Give it the respect it deserves.

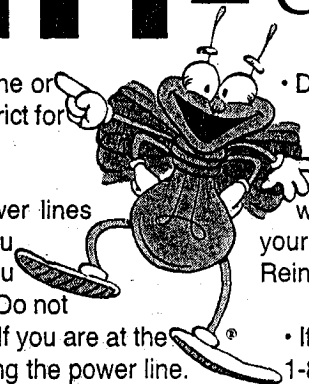
• Never touch any power line or wire. Consider every power line or wire to be energized and especially dangerous. Call Empire District for help.

• If you are involved in a traffic accident that results in power lines touching your car. **STAY IN YOUR CAR** until help arrives. If you absolutely must get out of your car, jump clear of the vehicle. You must not become a part of the electrical pathway to the ground. Do not make contact with the vehicle and the ground at the same time. If you are at the scene of such an accident, do not approach a car that is touching the power line. Keep others away, remain a safe distance away, and wait for emergency personnel to handle the situation. Call 911 and Empire District.

• Never drive over downed power lines. Even if not energized, they can become entangled in your vehicle.

• Never touch downed power lines or use any object to move power lines, including brooms, boards, limbs, or plastic materials. Although wood is non-conductive, if even slightly wet it will conduct electricity, causing electric shock or electrocution. Power lines can also slide down such objects when lifted. Report the downed power lines to Empire District. Only qualified electric utility workers should attempt to move downed power lines.

• Never touch a person who is in contact with power lines or other objects that are touching power lines. You cannot help them by being electrocuted yourself.



• Do not attempt to cut or remove a tree that is, or could become, entangled with power lines. Contact Empire District for assistance.

• Do not allow children to play in trees near power lines, or to swing on guy wires. If there are downed lines in your neighborhood after severe weather, keep your children inside. Teach your children about electrical safety as early as possible. Reinforce it as they grow.

• If you plan to do any digging as you prepare for summer, be sure to call 1-800-DIG-RITE to have underground facilities located. Underground cables could be only inches away.

• Look up! Always examine your surroundings for power line locations before doing any outside work. The law requires that a 10-foot clearance be maintained between people or equipment and power lines at all times. Any person who intends to work within the prohibited area must notify Empire District before starting the work. Contact with electrical lines or objects that are in contact with electrical lines may cause death or physical injury.



SERVICES YOU COUNT ON

800-206-2300 or 417-624-0300

www.empiredistrict.com

PAPER

Ylove-Today⁵⁰⁴

SUBJECT

Payment opti

DATE

4-3-03

ROUTE TO: CORP COMM	
GILSON	MAUS
GIBSON	MAUS
KOLAR	BASS
REEDER	MAUS

Since 1909, Empire District has been committed to providing service. As part of our commitment, we provide the energy services to power your life, and you choose the most convenient payment option.

Average Payment Plan

Here's how it works. Your monthly average payment is determined by dividing the total energy consumption for the past year by 12. This average becomes your monthly payment for the next year. If you prefer, your bill will show either a CREDIT AMOUNT or an AMOUNT DUE. If you receive a check, if APP has resulted in overpayment during the year, you can also choose when you want to pay your bill.

Simplify your life with Auto-Pay

When you choose Auto-Pay, your payment is automatically deducted from your bank account. You will still receive your bill in advance the exact amount and date your bank account will be debited. Payment will be verified each month on your bank statement. To cancel Auto-Pay, simply contact us.

Save time pay by mail

When you pay by mail utilizing the envelope provided in your bill, you save time and help hold down Empire's cost of doing business, which in the long run helps all Empire customers.

Credit Card Payment by Phone or On-line

Empire now has a credit card payment service available for your convenience. To use this service, you must have a touch-tone telephone and either a DISCOVER, MasterCard, or VISA credit card. A teleprocessing fee will be charged to your credit card.

Simply call 1-888-240-2356. After the greeting, you will hear a menu of services. Press 1 to make a payment. You will be asked to enter your nine-digit account number and given directions for entering your card number, expiration date, zip code, and the three digits following your account number on the back of the card or the star key (*) if there are no extra digits on the card. A confirmation number will be given when the transaction is concluded.

Credit card payments may also be made on-line. Simply go to our website at: www.empiredistrict.com, under Customer Access select Payments then Credit Card On-line, and follow the steps outlined. You will be asked to enter your account number, select the card type, enter a payment, confirm your entries, and write down the confirmation number upon approval. A processing fee will be charged to your credit card.


EMPIRE

SERVING YOUR COUNTY

How you pay your electric bill is your choice! Call us to discuss your options.
800-206-2300 or 624-0300 • www.empiredistrict.com

GIPSON	GATZ
GIBSON	MARTIN
KNAPP	
BEICHER	BASS
PALMER	MAUS

If your power is out, It matters to us.

Storms can cause significant damage, resulting in widespread power outages. To report a power outage, call 800-206-2300, 24 hours a day, 7 days a week. Empire has a well-trained storm restoration team, and should a storm occur, we'll be working hard to make the inconvenience to you as short-lived as possible.

Safety is our first concern.

We care about your safety, so if you see a downed line, assume it is energized, stay away, keep others away, and call us to report it at 800-206-2300

An efficient process determines restoration priorities.

We have developed an efficient, highly organized process that helps us prioritize our restoration efforts and return power to the facilities that serve the largest number of customers first. Crews receive their instructions based upon this restoration plan. Sometimes a crew may actually have to leave your area to restore your power because the damage is between the source of power and your area.

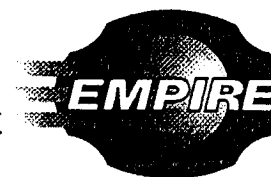
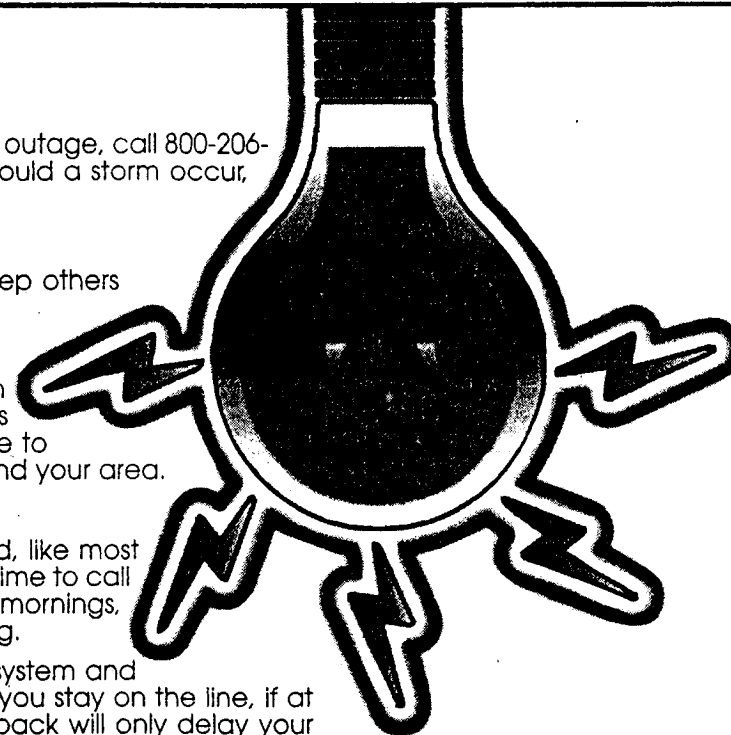
Call Center Tips

Last year our Call Centers responded to over 450,000 calls. That's over 1,200 calls per day. And, like most businesses, we have days of the week and times of the day that are busier than others. The best time to call us for normal business requests is in the afternoon. Mondays and mornings, including Saturday mornings, are always busy. However, our Call Center is open to take your calls 24 hours a day, all year long.

During high volume times, such as the time during a service interruption, calls are fed into our system and callers are put on hold until a service representative becomes available. We recommend that you stay on the line, if at all possible, since calls are answered in the order they are received. Hanging up and calling back will only delay your accessing a representative.

If you have an extreme emergency situation, for example, a line is on the ground or a pole is on fire, we recommend that you call your local 911 or emergency services if you are not able to reach us immediately.

In the event of a power outage, please be patient. We know this is difficult when an unexpected inconvenience occurs. Our crews will be working to restore service as quickly as possible. At Empire District Electric Company, we consider it an honor to serve you.



SERVICES YOU COUNT ON

www.empiredistrict.com • 1-800-206-2300

ROUTE TO: CORP COMM	
GIPSON	GATZ
GIBSON	MARTIN
KNAPP	
BEECHER	BASS
PALMER	MAUS

Neighbors Helping Neighbors



Within each of us lies the spirit of lending a helping hand. For over 20 years, Empire District Electric Company has embodied that spirit through Project Help.

What is Project Help?

Project Help is an assistance program created to meet the emergency energy-related expenses of the elderly and/or disabled residents in Empire's service area. For many of these people, protection against extreme heat or cold can be a matter of life or death.

Project Help is a joint effort between The Empire District Electric Company and the American Red Cross, Southwest Missouri Chapter. It is totally funded through voluntary donations.

How can I help?

It's easy! Just add one dollar to your Empire District Electric bill payment each month.

All contributions received by Empire will be given monthly to the American Red Cross, Southwest Missouri Chapter, to be used to help pay the emergency energy costs of the truly needy.

And remember, your contributions are tax deductible. Your total Project Help contributions for the previous year will be reported on your January Empire District Electric bill each year.

Who is eligible for Project Help assistance and how do you apply?

To be eligible for Project Help, applicants must be 55 years of age or older, or be disabled to the extent that they cannot be economically self-sufficient and have no other resource available.

To apply for assistance, contact the Southwest Missouri Chapter, American Red Cross at 410 S. Jackson, Joplin, Missouri 64801 or 417-624-4411.

The Red Cross will verify each applicant's eligibility.

Please Pledge Your Support to Project Help



Your Neighbors are Counting on You!



PAPER

Issue - Today@Sot

SUBJECT

EDE

DATE

1-2-03

GIPSON	GATZ
GIBSON	MARTIN
KNAPP	
BEECHER	BASS
PALMER	MAUS

Check Us Out On The Web: www.empiredistrict.com

Our site contains general information about the company and its operation and is divided into seven segments:

About Us — Customers will find the company mission statement, company officer bios, some selected facts about Empire, a company history, a service territory map, safety tips, and the answers to some frequently asked questions.

Products and Services — This section contains the most common rate schedules and details product and service offerings for residential, commercial, and industrial customers.

Investor Relations — Stock quotes, dividend reinvestment information, SEC filings, recent annual reports, and the answers to frequently asked investor questions can be found in this segment.

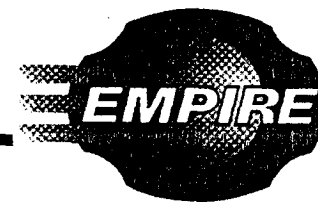
Customer Access — Customers will find information regarding credit card payments, the Average Payment Plan and AUTOPAY, deposit and fee information, and other customer service programs.

Economic Development — For those looking to relocate their business to the area, this section contains general information about the company's economic development program and contact information.

Newsroom — Here visitors to the site will find the company's news releases, copies of the most recent annual reports, and contact information for corporate communications.

Employment — Job seekers will find a list of job openings, an employment application, and information on employment benefits.

The site also offers contact information for various areas of the company and access to Electric Universe, a safety and educational information site.



SERVICES YOU COUNT ON