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**FALL RIVER RURAL ELECTRIC COOPERATIVE, INC.**

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**GENERAL POLICY No. 501**  
**SUBJECT: MEMBER AND PUBLIC RELATIONS**

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**I. PURPOSE:**

The Cooperative's existence and continued success depends on maintaining the trust and goodwill of its owners-member and the public within its service territory. The Cooperative shall engage in programs and activities designed to keep members and the public informed of its operations, plans, financial stewardship, and issues affecting the reliability and affordability of electric service.

**II. POLICY:**

It shall be the policy of the Cooperative to maintain an active and transparent member and public relations program that fosters awareness, engagement, and informed support for the Cooperative's mission, operations, and strategic initiatives.

**III. RESPONSIBILITY:**

The CEO/General Manager is responsible for the administration and enforcement of this policy.

**IV. PROVISIONS:**

The following procedures and provisions apply to this policy:

- A. The CEO/General Manager and designated staff shall develop annual communication and engagement plans to achieve the objectives of this policy. Such plans may include but are not limited to:
  - 1. Member Newsletters and digital communications
  - 2. The annual membership meeting and other member forums
  - 3. Reports to members and regulatory filings

4. Media engagement and public information releases
5. Advertising and public awareness campaigns
6. Cooperation with community and industry organizations
7. Participation in community activities and events
8. Informational meetings and training programs for employees and members

Consistent with the Board-approved annual budget for donations, the CEO/General Manager will provide donations which support this policy and shall provide a monthly report to the Board on who the donations are made to and the amount of each.

- B. Such plans shall include estimated costs and be incorporated into the Cooperative's annual work plan and operating budget for Board review and approval.

**V. Primacy of Policy**

This policy supersedes any existing policy that may be in conflict with the provisions of this policy.

APPROVED BY THE CEO/GENERAL MANAGER



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Bryan Case, CEO/GM

DATE APPROVED: May 08, 2003

DATE REVISED: March 27, 2017

November 18, 2019

November 26, 2024

February 27, 2026