



FALL RIVER RURAL ELECTRIC COOPERATIVE, INC.

GENERAL POLICY No. 503
SUBJECT: COOPERATIVE COMMUNICATION TO THE MEMBERS

I. PURPOSE:

It is important the Cooperative keeps its owner-members. Communications may include newsletters prepared by Cooperative staff, website content, social media, email, text messaging, printed materials, radio, television and other appropriate communication channels to provide members with information regarding plans, activities, programs, meetings, and issues affecting the Cooperative's future success.

II. POLICY:

It shall be the policy of the Cooperative to maintain regular, accurate, and transparent communication with our members regarding the activities, operations, financial stewardship, and strategic direction of the Cooperative.

III. RESPONSIBILITY:

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

IV. PROVISIONS:

The following procedures and provisions shall apply to this policy:

- A. Designated Cooperative staff responsible for member communications—including newsletters, website content, social media, email, text messaging, print materials, radio, and television—shall develop, prepare, and coordinate the distribution of content consistent with this policy and available resources.
- B. Communications with our members may be distributed electronically, in print, by mail, or through other appropriate media to members and, when

appropriate, to stakeholders whose awareness supports Cooperative objectives.

- C. The Newsletter may be made available electronically and on the Cooperative's website.
- D. Cooperative communications to members shall not include stories or statements that are politically partisan in nature.
- E. Member communications will emphasize stories, articles, and news of general interest to the Cooperative members. While the focus will be local, stories of state and national interest regarding rural electrification may be included if considered to be of sufficient interest to the general membership.
- F. Communications may be distributed electronically, in print, by mail, or through other appropriate media to members and, when appropriate, to stakeholders whose awareness supports Cooperative objectives.
- G. Any advertising included in member communications shall be for the benefit and convenience of the Cooperative and its members. Commercial advertising will not be accepted.

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



Bryan Case, CEO/GM

DATE APPROVED: June 16, 2003

DATE REVISED: January 28, 2019

DATE

January 24, 2022

November 26, 2024

February 27, 2026