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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 existence of the Cooperative is inextricably tied to the good will of the people living in its service area. It is important the Cooperative engage in activities and programs that will keep its members and the general public informed of its plans and programs, and of the problems that can affect the continued reliability of its electric system.

**II. POLICY:**

It shall be the policy of the Cooperative to engage in an active program of member and public relations designed to develop among its members and the general public, an awareness of, interest in, and support for the Cooperative's plans and activities.

**III. RESPONSIBILITY:**

The CEO/General Manager is responsible for seeing that the provisions of this policy are carried out.

**IV. PROVISIONS:**

The following procedures and provisions apply to this policy:

- A. The CEO/General Manager and appropriate staff personnel shall develop annual plans for activities to attain the objectives of this policy. Such plans may include but should not be limited to:
1. Newsletters
  2. The annual membership meeting
  3. Special meetings of members
  4. Reports to members


5. News stories for the various media
6. Advertising
7. Cooperation with other organizations
8. Participation in community activities
9. Informational meetings and training programs for employees
10. Informational meetings and training programs for members
11. In accordance 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 be developed with attendant costs and made a part of the annual work plans and operating budget.

**V. Primacy of Policy**

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

APPROVED BY THE BOARD OF DIRECTORS

  
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Doug Schmier, President

DATE APPROVED: May 08, 2003

DATE REVISED: March 27, 2017

November 18, 2019