



POLICY NO. 117

SUBJECT: COMMUNICATIONS WITH MEMBER-OWNERS

I. PURPOSE

- A. To recognize the Cooperative's basic obligation to keep member-owners and the public fully informed.
- B. To establish the function of communications as an instrument of policy of the Board of Trustees.

II. POLICY CONTENT

The Cooperative will provide information to members and others to foster their support for the Cooperative's plans and programs.

III. PROVISIONS

- A. The Cooperative will inform its member-owners about the operation, plans, progress, and problems of their Cooperative.
- B. Employees are encouraged to become active participants in community affairs and civic organizations.
- C. The Cooperative will develop plans to foster the understanding, acceptance, and support of the system's objectives, plans, and programs among members and non-members and will inform, on a regular basis, appropriate media and others of such objectives, plans, and programs.
- D. The Cooperative will provide leadership and cooperate in projects and activities dedicated to betterment of the community, state, and nation, with particular emphasis on youth programs and rural and community development, and will work to secure favorable public opinion and understanding of such activities.
- E. The Cooperative will communicate its needs and interests to local, state, and national officials and work to secure their support of the programs and plans of the Cooperative.
- F. The Cooperative supports effective communications programs developed by our Statewide and national associations, and will cooperate with these and other organizations in developing and improving such joint efforts.

- G. Press releases shall be periodically provided to newspapers, radio, and television stations, as a matter of interest to the community, by the Manager of Member and Public Relations.

IV. RESPONSIBILITY

- A. The Board of Trustees shall be responsible for reviewing and adding to this policy as may be required by new methods of communication, changing situations, and circumstances.
- B. The General Manager shall be responsible for the administration of this policy.

APPROVED BY THE BOARD OF TRUSTEES

PRESIDENT

EFFECTIVE DATE: _____

REVISED DATE: _____