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## FALL RIVER RURAL ELECTRIC COOPERATIVE, INC.

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

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#### I. **PURPOSE:**

It is important the Cooperative informs its members. One of the most effective ways of informing the members is through a newsletter prepared by Cooperative personnel combined with the Cooperative's website content and other forms of social media, email, text, printed text, radio, TV and other forms of member communication to provide the members with information on plans, activities, programs, and meetings of the Cooperative and the opportunities and problems which affect the future success of the Cooperative.

#### II. **POLICY:**

It shall be the policy of the Board of Directors of the Cooperative to regularly communicate with our members for the purpose of keeping the members informed about the activities of the Cooperative.

#### III. **RESPONSIBILITY:**

The CEO/General Manager.

#### IV. **PROVISIONS:**

The following procedures and provisions shall apply to this policy:

- A. Fall River staff assigned to member communications including the Newsletter, Cooperative website content and other forms of social media, email, text, printed text, radio, TV and other forms of member communication shall be responsible for the development of material and the preparation of the content and distribution when practical.
- B. Communications with our members will be sent electronically, in print, radio, TV, or by mail to all members and to other persons whose

awareness of the activities of the Cooperative might help gain support for these activities.

- C. The Newsletter may be made available 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. Articles about persons or products that may be considered libelous in nature shall be prohibited.
- G. Any advertising included in member communications shall be included only for the benefit and convenience of the Cooperative. 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



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Bryan Case, CEO/GM

DATE APPROVED: June 16, 2003  
DATE REVISED: January 28, 2019  
DATE January 24, 2022  
November 26, 2024