

PLATEAU ELECTRIC COOPERATIVE

POLICY NO. B25

SUBJECT: PUBLIC RELATIONS

OBJECTIVE:

- A. To recognize (reaffirm) the cooperative's basic obligation to keep memberowners and other publics fully informed.
- B. To establish the function of public relations as an instrument of policy of the Board of Directors.

POLICY:

- A. To vigorously and extensively inform its memberowners about the operation, plans, progress and problems of their cooperative, and to foster programs which will attain their understanding, acceptance, support and involvement as memberowners.
- B. To provide its employees with the appropriate training to make each of them an effective participant in its total public relations program, and to encourage them to become active participants in community affairs and civic organizations.
- C. To develop understanding, acceptance and support of the system's objectives, plans and programs among nonmembers in the rural electric community and to inform, on a regular basis, appropriate media and others of such objectives, plans and programs.
- D. To 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 to secure favorable public opinion and understanding of such activities.
- E. To communicate its needs and interests to local, state and national officials and to secure their support of the programs and plans of the cooperative.
- F. To support the effective public relations programs developed by our statewide and national associations, and to cooperate with these and other organizations, including Tennessee Valley Authority, in developing and improving such joint efforts.

RESPONSIBILITY. It is the responsibility of the general manager:

- A. To establish the cooperative's public relations program as an effective management tool.

Policy No. B25

- B. To develop work plans and budgets that will accomplish these objectives.
- C. To closely monitor the cooperative's public relations program and take appropriate action as necessary.
- D. To be the official spokesperson for the cooperative. This duty may be delegated as deemed necessary by the general manager.

Adopted: 101987

Effective: 101987