

# MOUNTAIN PARKS ELECTRIC, INC.

## COMMUNICATIONS / COMMUNITY POLICIES AND PROCEDURES

SUBJECT: COMMUNICATION POLICY	POLICY No. C-1
EFFECTIVE DATE: JANUARY 1, 2003	PAGE 1 OF 2
REVISED DATE: 5/9/13, 7/9/2020, 10/6/2022	

### I. OBJECTIVE

To reaffirm the Cooperative's obligation to continually communicate with its member-customers about the plans, operation, activities and progress of their Cooperative and to set forth the Board of Director's support and expectations in all aspects of Cooperative communications.

### II. POLICY

It shall be the policy of this Cooperative to foster extensive communications programs, activities, publications, and reports that will inform and educate member-customers about the Cooperative's plans, operations, programs, financial condition and activities in an ongoing commitment to attain the memberships' understanding, acceptance, support and involvement in the Cooperative's business. The Cooperative's Board of Directors shall commit appropriate resources and support for a broad Cooperative communications plan that ensures:

- A. Quality and timely communications programs that are responsive to member-customer needs and concerns.
- B. Member-customer understanding and support of the Cooperative and industry-related issues.
- C. Cooperative employees that are appropriately trained to ensure that each of them respect the value of the member-customer to the Cooperative and to assure that they are equipped to respond to every member-customer's concern in a professional, consumer-focused and friendly manner.
- D. Public understanding, acceptance and support for the Cooperative's mission, goals, plans and programs and ensures that the media is kept informed about the Cooperative's goals, objectives plans, programs and issues.
- E. Leadership for and support for projects and activities dedicated to the betterment of the community and state with particular emphasis on youth programs and rural and community development, and to secure favorable public opinion and understanding of such activities and programs.

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- F. Cooperative needs and issues are communicated effectively to local, state and national officials in a concerted effort to secure their support of the Cooperative and the member/customers and communities they serve.
- G. Support for effective communication programs developed by cooperative statewide, regional and national organizations and cooperative power suppliers and other affiliates in an effort to coordinate communications programs and avoid duplication of services and costs and ensures a united message on electric cooperatives issues.
- H. Development of a crisis communication management plan for communicating openly and consistently to employees, consumers, media and the public about any Cooperative crisis or emergency.
- I. A designated qualified spokesperson, and in his/her absence, an alternate, to respond to all issues on behalf of the Cooperative before member/customers, the public, and media.

III. RESPONSIBILITY

- A. The Board of Directors will be responsible for the administration and compliance of this policy.
- B. The General Manager shall be responsible for overseeing the development, implementation, staffing and evaluation of the Cooperative's communications plan to ensure its effectiveness.
- C. It shall be the responsibility of the General Manager or Board President in their absence to be the spokesperson or to designate a spokesperson to respond to all issues and inquiries on behalf of the Cooperative before the media, public officials and the general public.

	, PRESIDENT	DATE: 10/6/2022
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