

## **Lyon-Lincoln Electric Cooperative**

### **405 – COMMUNICATIONS AND PUBLIC RELATIONS**

#### **I. OBJECTIVE**

To establish guidelines and procedures for communication and public relations efforts to insure the public is informed about the cooperative and the cooperative is perceived accurately and favorably.

#### **II. POLICY**

- A. Communication and public relations methods and programs will be used to keep the public informed about the cooperative's objectives, viewpoints and plans.
- B. Advertising may be placed with media sources in the cooperative's service area at the General Manager's discretion. Certain holidays and Cooperative Month may be recognized with advertising, as well as sponsorship ads and safety messages from time to time.
- C. All cooperative communications, media releases, advertising, and related materials must be approved in advance by the General Manager or his or her designee.
- D. News articles, interviews, editorials, research papers, and/or business-related commentary must be approved in advance by the General Manager.
- E. Requests for endorsements from machinery, equipment, product vendors, consultants and so forth must be approved by the General Manager.
- F. Requests for sponsorship from civic, professional, community or other groups must be approved by the General Manager.
- G. Media inquiries will generally be responded to within 24 hours of receipt. Individuals designated to speak on the cooperative's behalf are the General Manager, Board Chair, and Legal Counsel. No one other than these individuals should represent the cooperative's position to the media.
- H. Legal advertising required by the cooperative's By-Laws, federal and state laws, and Rural Utilities Service (RUS) will be placed with newspapers in the cooperative's service area.

- I. The cooperative will support communication programs sponsored by Minnesota Rural Electric Association (MREA) and National Rural Electric Cooperative Association (NRECA) when funds are available.
- J. The cooperative will participate in East River Electric's Advertising Program when funds are available.

Approved by the Board of Directors \_\_\_\_\_  
Board President

Adopted: 2/4/2011  
Effective: 1/1/2011  
Reviewed: 8/24/2015