

# **POLICY NO. 451**

## **COMMUNICATIONS POLICY**

### **I. OBJECTIVE**

To reaffirm the district's obligation to continually communicate with its consumers about the plans, operation, activities and progress of the district and to set forth the Board of Directors support and expectations in all aspects of the districts' communications.

### **II. POLICY CONTENT**

It shall be the policy of PCRPPD to foster extensive communications programs, activities, publications, and reports that will inform and educate consumers about the district's plans, operations, financial condition and activities in an ongoing commitment to attain the consumer's understanding, acceptance, support and involvement in the districts' business.

### **III. EXPECTATIONS**

The District's Board of Directors shall commit appropriate resources and support for a broad district communications plan that ensures:

- A. Quality and timely communications programs are responsive to consumers' needs and concerns.
- B. Consumer understanding and support of the district and industry-related issues.
- C. The consumers are regularly informed of the financial condition of the district.
- D. District employees that are appropriately trained to ensure that each of them respect the value of the consumers of the district and to assure that they are equipped to respond to every consumer's concern in a professional, consumer-focused and friendly manner.
- E. Public understanding, acceptance and support for the district's mission, goals, plans and programs and ensures that the media is kept informed about the district's goals, objectives, plans, programs and issues.
- F. Leadership and support for projects and activities dedicated to the betterment of the community and state, with particular emphasis on youth programs, rural and community development, and to secure favorable public opinion and understanding of such activities and programs.
- G. District needs and issues are communicated effectively to local, state and national officials in a concerted effort to secure their support of the district and the consumers and communities we serve.
- H. Support for effective communication programs developed by statewide, regional and national organizations and district power supplier and other affiliates in an effort to coordinate communications programs and avoid duplication of service and costs and ensure a united message on district issues.
- I. Development of a crisis communications management plan for communicating openly and consistently to employees, consumers, media and other publics about any district or other local or regional crisis or emergency that affects the district and the consumers.

#### **IV LIMMITATIONS**

Any communications on behalf of the district on any matter or issue should whenever possible, be approved by the CEO/GM or in their absence, an authorized spokesperson.

#### **V COMPLIANCE AND IMPLEMENTATION**

- A. The Board President shall ensure compliance with this policy.
- B. The CEO/GM shall be responsible for overseeing the development, Implementation, staffing and evaluation of the district's communication plans to insure its effectiveness.
- C. It shall be the responsibility of the CEO/GM to designate a spokesperson to respond to all issues and inquires on behalf of the district before the media, public officials and the general public.

#### **APPROVED BY THE BOARD OF DIRECTORS**

**EFFECTIVE DATE:** 3/9/2009

**DATE ADOPTED:** 3/9/2009