



Policy Type:	Board Policy
Policy No:	110
Title:	External Communications
Date Reviewed:	October 31, 2019
Adopted:	May 22, 2018

SUBJECT: EXTERNAL COMMUNICATIONS

I. OBJECTIVE: Effective communication is critical to the successful operation of San Miguel Power Association (SMPA). In order to maintain public trust and credibility, SMPA has the obligation to speak with one consistent voice, openly and honestly about SMPA’s operations, events, actions, policies and services. Communications to the membership, media and/or public that purport to convey the official position of SMPA in regard to SMPA’s policies, actions, events or services (External Communications) are to be undertaken only in compliance with this policy.

II. POLICY:

A. Employees:

SMPA will provide employees with the appropriate training to make each of them an effective participant in SMPA’s communications. Employees will not engage in External Communications unless authorized by the GM/CEO, or as set forth in the section below titled “Media, Members, Public.”

B. Government:

SMPA will communicate with local, state, and national officials, in order to secure their support of the programs and plans of SMPA and its membership. Such External Communications will take place by or at the direction of the Board President or the GM/CEO.

C. Membership:

SMPA will inform its membership about the operations, plans, progress, and activities of their cooperative, and will foster programs which will assist in membership understanding, acceptance, support, and involvement.

D. Media, Members, Public:

Other than as set forth in the section below titled “Directors,” the GM/CEO is the chief spokesperson and single point of contact for media, member and other public inquiries regarding SMPA and its operations, plans, activities and policies. The GM/CEO may delegate, at his or her discretion, authority to represent or speak on behalf of SMPA and to coordinate SMPA’s media relations program. It is the policy of SMPA to be appropriately cooperative and responsive to news media, member and other public inquiries. Under supervision of the GM/CEO, SMPA’s Member Services Department is responsible for managing SMPA’s media activities, including the development of media strategies, initiation or contact with the media, and responses to media inquiries. If an employee of SMPA is contacted directly by media, a member or other member of the public regarding SMPA, he/she should direct the inquiry to the GM/CEO or to his/her delegate, unless the inquiry is regarding (i) routine information previously released, either in a publication, statement, news release, on the website, or in a position paper or (ii) an explanation or clarification about previously released information within that employee’s area of expertise and responsibility.

E. Directors:

The Board President serves as chief spokesperson for the SMPA Board of Directors and has the authority to communicate final decisions of the Board, or the consensus of the entire Board, to the members, public and media. The Board President will work with the GM/CEO to ensure that all External Communications on behalf of the SMPA Board fit with the GM/CEO's External Communications strategy. Directors other than the Board President will not engage in External Communications unless authorized by the Board President or the Board, or as set forth in the next sentence. If a Director other than the Board President is contacted directly by the media, he/she should direct the inquiry to the Board President or GM/CEO, unless the inquiry is regarding (i) routine information previously released, either in a publication, statement, news release, on the website, or in a position paper or (ii) an explanation or clarification about previously released information within that Director's area of responsibility.

III. RESPONSIBILITY: The President of the Board of Directors shall be responsible for addressing non-compliance with this policy by any Director. The GM/CEO shall be responsible for addressing non-compliance with this policy by any employee.