

4.5 Code of Conduct - Participants, the Media, and Public - Information from PJM Member Stakeholder Meetings

The stakeholders recognize the unique role of the stakeholder process in exploring, solving and negotiating regional solutions for the RTO and the wholesale power markets. Additionally, the stakeholders recognize the importance of transparency of the stakeholder process to all those affected by it. All participants understand that documents, reports, slide shows, and other written material used at all stakeholder meetings until final Member Committee and/or PJM Board approval are intended to be works in progress and to encourage dialogue, discussion, debate, and, preferably, movement toward consensus. Therefore, such work products should be treated in the spirit to which they are intended, that is, not as final or complete documents nor the final position or view of a participant. Recognizing that the stakeholder process is most productive when participants can freely discuss the wide range of complex issues that are before them, meeting participants and observers are asked to take great care in reporting the proceedings accurately and to take all comments in their intended context.

To address both transparency and openness of discussion, the stakeholders have resolved the following expectations for PJM stakeholder process meeting participants (including the media):

- all participants in any PJM proceeding should identify themselves and the organization(s) that they are employed or represent all participants are aware of their presence;
- PJM, the MMU, OPSI and its members, Members, or consultants/agents of any of the foregoing may keep detailed notes of proceedings and distribute those within their own organizations or to those they represent; (i.e., private communications between consultants, agents, and the members);
- to encourage engaged, open dialogue, PJM, the MMU, OPSI and its members, Members, or consultants/agents of any of the foregoing and other participants (including the media):
 - shall not disseminate (to the general public) detailed transcriptional meeting notes nor notes prepared from brainstorming sessions including white board notes;
 - shall not create audio, video, or online recording or transcription of meetings (this requirement shall not preclude PJM from recording stakeholder meetings for internal and training purposes);
 - broadcast of meetings for participant access by PJM is permissible;
 - for all subcommittees, task forces, and committees other than the MC and MRC, it is understood that participants shall not be quoted by the media by name or organization, unless permission is given to the media by the speaker; and
 - for all senior committees, the MRC and MC, it is understood that members' comments may be attributed by name and organization and may be quoted by the media or others but such comments should not be quoted without the subject of attribution being consulted for clarification and accuracy.
 - **All photographs must be approved by the subject(s) of the photo for use in print, newsletters, advertisements, marketing materials, electronic and social media. A written release must be obtained from the subject of the photo prior to use.**

- notwithstanding the above, nothing shall preclude a stakeholder from speaking to the media about its positions; and
- all participants in the stakeholder process shall have the following responsibilities:
 - attend stakeholder process meetings and be prepared for the meetings;
 - speak one at a time and be concise;
 - stay on track with the agenda;
 - share time including with those on the phone;
 - not engage in personal attacks;
 - minimize electronic distractions at meetings.