

MEDIA COMMUNICATION PROTOCOL

The NCB group continually seeks to provide factual, accurate and timely information to the public through the news media. To maintain quality and consistency in our public messages and to assure that the NCB group's policies and actions are accurately presented, the following guidelines form part of the organization's Media Relations policy.

- 1.0 All requests for media interviews or comments (face-to-face, telephone, written or email) to news reporters are to be advised to the Marketing, Communications and Service Delivery Division (MCSD).
- 2.0 The Group Managing Director, the Deputy Group Managing Director and/or their designate will grant prior approval for officers to give responses or conduct interviews with the media.
- 3.0 Where approval is granted, the Approved Officer will liaise with the Head of the Marketing, Communications and Service Delivery to discuss the nature of the information that is to be shared with the media.
- 4.0 Where the media requests information by telephone or in writing (such as email), NCB's response will be provided within forty-eight (48) hours.
- 5.0 Where an interview is being facilitated, the media will be asked by MCSD to submit the topic and questions at least two (2) days in advance.
- 6.0 The MCSD will provide a Media Interview Guide that the officer will use to highlight the key message points that NCB wishes to convey.
- 7.0 The Group Managing Director or the Deputy Group Managing Director will receive a copy of the Media Interview Guide that will be used by the officer.
- 8.0 Pre and post interview copies of the news report will be requested from the media by MCSD, notwithstanding NCB's acknowledgement that a preview of news reports will not always be obliged.
- 9.0 NCB reserves the right to have another Officer present in media interviews and/or to record the discussion.
- 10.0 Approved Officers may provide the media with information on NCB and its subsidiaries **where this information is available in the public domain** (for example – fees, product features, financial performance history) provided that the Marketing, Communications and Service Delivery Division is advised immediately via email of the details of the request and the nature of the Approved Officer's response.

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GROUP MANAGING DIRECTOR
Updated January 18, 2011

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DIVISION HEAD – LACC