

Media Policy:

Now a day the media dominates the public perceptions. A single false news or an irresponsible statement whether on Electronic/Print Media or on Social Media can spark a hustle among the stake holders of any organization and put its reputation at stake.

As one of the leading banks in Pakistan, ABL holds a huge network of its stakeholders and to avoid any commotion among them and to communicate facts with them through Media, ABL has established a proper Media Policy.

The Key Components for interaction with the media in the policy are:

- i. Respect the Media
- ii. Avoid Expressing Personal Opinion
- iii. Do Not Comment on Competitors
- iv. Focus on Objectives
- v. Highlight Positives
- vi. Avoid Saying “No Comment”
- vii. Nothing’s off the Record
- viii. Be Sincere and Genuine
- ix. State Facts as They Are
- x. Crisis Management through Core Crisis Response Team