

Communicating COVID-19



COVID-19 has changed our lives. It created an unfamiliar situation where we had to adapt to new health and safety practices, where information on the virus became critical and our daily routine interrupted.

We at NGC sought ways to share information with the public. We have been supporting national campaigns on local television and radio geared toward educating the public about safe practices and topics of interest. Some of NGC's sponsored media series included:

- TTT – "COVID-19 and You" advertisements; "Coping with COVID-19" series, which involves five interviews with experts in the field of health, childcare, education, agriculture and finance; and "Mother, the Other Frontline worker" series.
- CNC3 – NGC video series "Thank You Health Care Workers"; "My Company, Your Company – NGC"; "Social Distancing"; "NGC CNG Meals on Wheels"; "Youth Training and Employment Partnership Programme



(YTEPP)"; "NGC's Music Scoring Programme" and "More than a Pipeline"

- ttf screening series "#WatchAMovieOnUs"
- Power 102 – "Stay Safe" COVID-19 advertisements
- Cup of Joe – "Home Sweet Home" cooking shows on Flow and Digicel Play
- Gem Radio I95.5 FM/RED 96.7FM & W107.1 FM – motivational segments of hope to the nation, salute to essential workers and updates on NGC Bocas Lit Fest 2020.

In addition to the media campaigns, a

portal on NGC's website was developed and launched called COVID-19 News, which contains COVID-19 updates. This gave support to the general public and provided a one-stop-shop for information, videos, podcasts, with the intent on keeping the public informed of global developments.

Employees were encouraged to check in via the Company's intranet and COVID-19 News to stay abreast of all the updates and were encouraged to share the information with family, friends and other acquaintances and professional contacts.



<https://ngc.co.tt/ngc-and-its-covid-19-response/>