



## **NATIONAL EMERGENCY COMMAND CENTRE**

### **Press release**

The National Emergency Command Centre (NECC) met with media managers of both electronic and print in Maseru today.

The purpose of the meeting was to appreciate the significance of media in information dissemination regarding COVID-19 awareness, where also the media was urged to partner with government in disseminating COVID 19 messages and information.

The Principal Secretary in the Prime Minister's Office, Mr Thabo Thakalekoala who is also a member of the Communications Team for COVID-19, said the financial Institutions, in particular the Banks in Lesotho have pledged to support the media in its effort to communicate the COVID-19 Communication Strategy.

Mr Thakalekoala requested media managers to utilise the information cluster at the National Command Centre to publish together to ensure that the public receive accurate and reliable information. The media fraternity was also advised observe the National Constitution and World Health Organisation (WHO) guidelines during production of covid-19 messages.

The Media managers were also urged to observe the daily moment of prayer at 12 noon as announced by the Right Honourable the Prime Minister in his official speech.

Media owners on the other hand appealed to the NECC to consider different audiences for each media house when packaging COVID-19 messages and common advertisements across all electronic and online print media. The media

also requested government through Lesotho National Broadcasting Services to waver radio frequencies to local radio stations to widen publicity of COVID-19.

The public is urged to calm down, and be vigilant and maintain safety protocol to minimise the spread of the virus, that is; wash hands with hands with soap and running water, observe coughing and sneezing etiquette, follow quarantine measures and adhere to the said terms for the lockdown so to reduce possible spread of the disease.

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