

Public Relations and Media Relations Protocol

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Department: Marketing - Communications

1. Objective

To manage NexaCore's external narrative, build relationships with key media and industry analysts, and ensure message consistency.

2. Spokesperson Policy

- **Authorized Spokespersons:** Only the **CEO, CTO, and VP of Marketing** are authorized to speak on behalf of the company regarding strategy, financial performance, and sensitive matters.
- **Technical Spokespersons:** Select R&D Leads may speak on technical deep-dives (e.g., MLOps), but must receive mandatory media training and adhere to pre-approved talking points.
- **Unauthorized Statements:** Employees are strictly prohibited from commenting on non-public company strategy, financials, legal matters, or client data to any external media or analyst without explicit authorization.

3. Media Engagement Protocol

1. **Inquiry Received:** All media/analyst inquiries must be immediately forwarded to the **Head of Communications**.
2. **Vetting:** Communications vets the reporter/analyst, topic, and deadline.
3. **Preparation:** Talking points are drafted, reviewed by Legal/Compliance, and briefed to the authorized spokesperson.
4. **Post-Interview:** A record of the interview is maintained, and follow-up is handled by Communications.

4. Crisis Communications

In the event of a significant incident (security breach, major outage, negative event), the **Crisis Communications Team (CEO, Legal, Head of Communications, CTO)** takes immediate control of all external messaging. The default response is "We are aware of the situation, investigating actively, and will provide a verifiable update by [TIME]."