

Annual Report

2004

CROATIAN NATIONAL BANK

# Public Relations

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## 6.1 Public Relations

The Croatian National Bank considers the transparency of its activities a key prerequisite for maintaining its credibility and accountability to the public. To this aim, again in 2004, significant efforts were invested in informing the domestic and international public on its activities and reasons for introducing different monetary policy measures.

The Croatian National Bank publishes several regular and occasional publications, both in Croatian and English, from monthly bulletins, bank bulletins and annual reports, quarterly bulletins on economic and monetary developments to research papers and analyses by its experts as well as regular statistical reports adjusted to international standards.

In addition, it issues press releases on the decisions of the CNB Council, the bank's governing body, immediately upon their adoption, to be published or broadcast in the media and posted on the CNB's official home page, both in Croatian and English. The public is also promptly informed about the central bank's interventions in the foreign exchange market.

When required and in connection with particularly important decisions or introduction of new monetary policy measures, the Croatian National Bank organises press conferences or briefings for journalists covering the finance and banking sector to enable them to convey both the reasons and the circumstances at the source of the measures passed by the central monetary authority to the interested members of the public.

In addition, in 2004, the CNB organised a number of individual meetings of the CNB's officials and experts with the representatives of the media, not only for reporting purposes or as preparation for interviews but also with an aim to improve the level of financial literacy and understanding of global developments in the field both in the country and abroad. Among other things, participation and appearance of the CNB officials at numerous domestic and international conferences as well as lectures organised for groups of secondary school and university students occasionally visiting the CNB are aimed at contributing towards achieving this objective.

The Croatian National Bank receives numerous inquiries in writing, by fax, phone or e-mail on daily basis, not only from domestic or foreign journalists but also from members of the public, companies, banks and various state and public institutions as regards its operations (or what the authors think to be within the scope of its competence). The answer to each inquiry is sent as soon as possible either by sending the requested data or explanation, or redirecting the inquiry to the person or institution who might be able to provide an adequate answer, when the issue at hand is outside the scope of the CNB's competence.

