



Standard Operation Procedures	SOP_060
Effective Date: 28/05/2024	Public

Media relations

Special Requirements	This procedure is a controlled document maintained by Quality Management. It may not be deleted without comparable controls. Please note that this document becomes uncontrolled once printed. Make sure by always referring only to the Repository that you have the right version in use. Deviations from the provision of this document need to be recorded in the Exception Request Workflow . The procedure should be updated when there are changes in EFSA with respect to what is stated in the document (e.g. Relevant Standards, legislation, and documents, change in procedure, etc.). The person responsible for maintaining this procedure up to date is the Lead author with the support of the QM.
Process Responsibility	Process owners are accountable this procedure being adhered to within their respective or unit. All relevant staff is responsible for the correct implementation of the procedure. Responsibilities for performing specific steps are outlined in the document.



SCOPE AND OBJECTIVES

This SOP outlines the processes that Content partners in the Media & Content Management (MECO) function within Coordinated Communication team follow to:

- engage proactively with media
- respond to media enquiries and interview requests
- draft lines to take (LTTs) to respond 'on the record' to specific topics
- support external relation activities of senior management, staff and experts.

This procedure describes steps relevant to the process 7.6 Coordinated Communication development.

RELEVANT STANDARDS, LEGISLATION AND DOCUMENTS

Article 41 of the Charter on Fundamental Rights of the European Union
Regulation (EC) No 178/2002

EFSA Code of Good Administrative Behaviour

[SOP_029_C Ask EFSA](#)

[SOP_031_C Approval, preparation, pre-notification and dissemination of Communications Outputs](#)

[SOP_036_A Requests for Public Access to Documents \(PAD\)](#)

ABBREVIATIONS AND DEFINITION

Content partner	Officer in COM unit
COM	Communication unit
ENGAGE	Communication and Partnership Department
ENREL	Engagement and External Relations Unit
HoD	Head of Department
HoU	Head of Unit
LTT	Lines to take
MECO	Media and Content Management function within Coordinated communications team (COM Unit)
Reputation Management Council	EFSA governance body that provides strategic guidance on issues that pose a reputation risk or opportunity

PROCEDURE

	Previous SOPs in the process: Not applicable
	<i>One or many sections may apply. All sections start at step 1, as the sections are not necessarily sequential.</i>
Step 1	1.0 Proactive engagement with media
Content partners	<p>1.1 Content partners maintain a list of media and press officers contacts and their specific interests.</p> <p>1.2 The MECO team identifies opportunities to promote the corporate and scientific work of the organisation based on inputs received via one</p>



	<p>or more of the following: interactions with senior management and colleagues from various units; intra-ENGAGE department discussions (e.g. during comms monthly planning meetings); through the Reputation Management Council; and the analysis of media and social media coverage.</p> <p>1.3 The Content partner/s make(s) the appropriate proactive contact with the journalist/s depending on the issue at hand.</p>
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Step 1	1.0 Reception of media enquiries and interview requests
Content partners	<p>1.1. Content partners receive media enquiries and interview requests either directly in their inbox, via the common functional mailbox EFSA Press (Press@efsa.europa.eu), via telephone call to number reserved to journalists (+39 0521 036 149), or via telephone call/texts directly on their mobile phones.</p> <p>1.2. If the request is for information, the Content partner performs one of the following options:</p> <p>1.2.1 Replies to the journalist within relevant deadlines (set via email or telephone call) based on previous replies sent by MECO team on the same topic (stored in EFSA press functional mailbox) or their own knowledge of the subject.</p> <p>1.2.2 Seeks information from relevant EFSA scientific officers before replying to the journalist. The information requests are recorded accordingly in the media requests log.</p> <p>1.2.3 Forwards the request to Ask EFSA if not from a journalist. (See SOP_029_C Ask EFSA.)</p> <p>1.2.4 If the journalist is requesting access to documents: In this case, the Content partner forwards the request to the Legal Affairs Unit at EFSA to be processed in line with SOP_036_A Requests for Public Access to Documents (PAD).</p> <p>1.3. If the media request is for an interview, the Content partner will:</p> <p>1.3.1 Assess the request in terms of relevance to EFSA, sensitivity, the importance and objectivity of the media, benefits to EFSA vs risks, and the availability of relevant (human) resources e.g. scientific officer.</p> <p>1.3.2 Either accept or decline the request based on MECO team assessment. Every decision is endorsed by MECO function coordinator and – depending on the sensitivity - by the COM HoU and/or ENGAGE HoD. Team leader should be kept regularly informed in case of sensitive requests. The interviews (accepted or declined) are recorded accordingly in the interviews log.</p>



	1.3.3 In case of acceptance, the Content partner will organise the interview with the relevant EFSA staff member/experts either on the record or for background information off the record.
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Step 1	1.0 Drafting lines to take
Content partner	<p>1.1. Content partners are charged with drafting/updating LTT documents on EFSA's work/an aspect of EFSA's work.</p> <p>1.2. The Content partner draws up/updates existing LTTs based on own knowledge of the topic, input from the relevant scientific officers, EFSA management, social science colleagues or ENREL institutional and stakeholder teams (where appropriate).</p> <p>1.3. The Content partner checks the scientific accuracy of the LTTs with relevant scientific units.</p> <p>1.4. The Content partner makes the LTTs available to other relevant colleagues via the internal repository and share with other organisations if appropriate (European Commission, sister agencies, Member State agencies).</p>

Step 1	1.0 Support for external relations activities
Content partner	<p>1.1. The Content partner receives request to support the external relation activities of a scientific officer or management (interviews, events, panel participation).</p> <p>1.2. The Content partner compiles a briefing document based on input from own knowledge, from science units and research carried out. This can include logistical information, LTTs, relevant media and social media coverage, social science insights or other relevant information.</p> <p>1.3. The Content partner provides further ad hoc support where necessary.</p>

	Following SOPs in the process: Not applicable
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