
	<p align="center"><b>Standard Operating Procedure</b></p> <p align="center">Media relations</p>
<p><b>Public</b></p>	

<p><b>Scope</b></p>	<p>This SOP outlines the processes the Media Relations team follow to:</p> <ul style="list-style-type: none"> <li>• engage proactively with media</li> <li>• respond to media enquiries from journalists</li> <li>• draft lines to take (LTTs) to respond 'on the record' to specific topics</li> <li>• support external relation activities of senior management and staff.</li> </ul> <p>This procedure describes steps relevant to the process E06.02.01 Media Relations Management</p>
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<p><b>Special Requirements</b></p>	<p>This procedure is a controlled document maintained by Quality Management. It may not be deleted without comparable controls. <i>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</i></p>
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<p><b>Responsibilities</b></p>	<p>The processes are owned by the Media Relations team, COM Unit.</p>
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## Abbreviations and definitions

Content editor	Officer in COM unit
COM	Communication unit
COMCO	Communication, Engagement and Cooperation Department
ENCO	Engagement and Cooperation Unit
HoD	Head of Department
HoU	Head of Unit
MR	Media relations
Media Relations (MR) officer	Officer in COM unit
LTT	Lines to take
Reputation Management Council	EFSA governance body that provides strategic guidance on issues that pose a reputation risk or opportunity

## Procedure


One or many sections may apply. All sections start at step 1, as the sections are not necessarily sequential.

	Previous SOPs in the process: NA
<b>Step 1</b>	<b>1. Proactive engagement with media</b>
Media Relations officer	<p>1.1. MR officer maintains a list of media and press officers contacts and their specific interests.</p> <p>1.2. The MR team identifies opportunities to promote the corporate and scientific work of the organisation based on inputs received via one or more of the following: interactions with senior management and colleagues from various units; intra-COMCO department discussions (e.g. around the Handling Plan); through the Reputation Management Council; and the analysis of the monitored media.</p>

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	<p>1.3. The MR officer/s make(s) the appropriate proactive contact with the journalist/s depending on the issue at hand.</p>
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<b>Step 1</b>	<b>1. Reception of media enquiry</b>
<p>Media Relations officer</p>	<p>1.1. MR officers receive media enquiry either directly in their inbox, via the common MR functional mailbox (Press@efsa.europa.eu) or via telephone.</p> <p>1.2. If the request is for information, MR officer 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 MR 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 experts before replying to the journalist.</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 MR Officer forwards the request to the Legal and Assurance Services of 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 MR officer 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 MR team assessment. Every decision is endorsed by MR Team Leader and – depending on the sensitivity - by the COM HoU and/or COMCO HoD. The interviews (accepted or declined) are recorded accordingly in the interviews log.</p>

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	<p>1.3.3 In case of acceptance, the MR officer will organise the interview with the relevant EFSA staff member either on the record or for background information off the record.</p>
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<b>Step 1</b>	<b>1. Drafting lines to take</b>
Media Relations officer	<p>1.1. MR officer is charged with drafting/updating LTT document on EFSA's work/an aspect of EFSA's work.</p> <p>1.2. MR officer draws up/updates existing LTTs based on own knowledge of the topic, input from the relevant scientific experts, EFSA management, content editors or ENCO institutional and stakeholder teams (where appropriate).</p> <p>1.3. MR officer checks the scientific accuracy of the LTTs with relevant scientific units.</p> <p>1.4. MR officer shares LTTs with other relevant colleagues and organisations (content editors, science units, Panel members, stakeholders, EFSA management, European Commission, sister agencies, Member State agencies).</p>

<b>Step 1</b>	<b>1.0 Support for external relations activities</b>
Media Relations officer	<p>1.1. MR team receives request to support the external relation activities of a scientific officer or management (events, interviews, panel participation).</p> <p>1.2. MR officer 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 articles or other relevant information.</p> <p>1.3. MR officer provides further ad hoc support where necessary.</p>