

PROFESSIONAL ARTICLE

A professional article is covering a specific topic and is tailored towards special interest press (e.g. sector press) but can also be used by broader national media outlets where appropriate.

For the professional articles, cost-free placement needs to be achieved. This includes the negotiation process with selected OSH magazines, specialised media or general press at pan-European and national level.

The table summarises the main services described below:

Elaboration of a professional article
Overall management
Social media posts*
Writing of 1 professional article in 1 national language
Identification of leading publications & Negotiation for cost-free placement of professional article
Monitoring & Reporting

Overall management

Identification of subject matter for Professional article

- Contractor's national partner to agree with EU-OSHA's national partner on subject matter and on target groups for the Professional article

Media channels to be identified

- EU-OSHA's national partner to suggest possible media channels ;
- EU-OSHA's national partner and Contractor's national partner to agree in first meeting on structure and content of the Professional article
- The databases and connections of the EU-OSHA's national partner are additional sources supported by extra research by the Contractor's national partner.