

## PRESS RELEASE

A press release is a written communication directed at members of the news media for the purpose of announcing newsworthy developments on an OSH project. Typically, they are addressed to assignment editors at newspapers, magazines, radio stations and/or television networks.

The press release should be drafted in the national language and should ensure mention of EU-OSHA within the text.

The services marked by an asterisk (\*) in the summary table below are already described in the "press conference" chapter above, the others are described in the text below.

Elaboration of press release
Overall management
Social media posts*
Copywriting of 1 press release in 1 national language
Distribution of press release and follow-up calls
Arrangement of interview
Monitoring & Reporting

## Overall management

### Identification of subject matter for press release

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

### Identification of Media channels

EU-OSHA's national partner to suggest media channels ;

- EU-OSHA's national partner and Contractor's national partner to agree in first meeting on structure and content of the press release;