

## Identifying of expert in cooperation with EU-OSHA/Network partner, briefing of experts

### Identification of Expert in the field of the agreed concept

- EU-OSHA's national partner could suggest spokesperson including provision of information and contact details about the speaker.
- EU-OSHA's national partner and the Contractor's network partner to agree in first meeting if spokesperson is approached (throughout the preparation phase) by EU-OSHA's national partner or the Contractor. The EU-OSHA's national partner should communicate details of interview partner to the Contractor in time (6 weeks in advance).
- Spokesperson should possess a certain media potential to optimise coverage.
- The databases and connections of the EU-OSHA's national partner are additional sources supported by extra research by the Contractor's network partner.

### Contacting the Expert for his/her participation

- The Contractor's network partner must approach expert at least 4 weeks in advance of proposed date for phone-in.
- EU-OSHA's national partner should provide the contact details of expert if required.
- The Contractor's network partner and the EU-OSHA's national partner must brief the expert/spokesperson at least 1 week in advance of radio call-in in a joined conference call.
- Background information on the topic, EU-OSHA's work and the campaign/project must be provided to the expert.

## Identification and cost-free negotiation with radio station for placement

### Research of radio stations appropriate and negotiation of cost-free placement

- The Contractor's network partner is responsible for the arrangement of a radio call-in. It must formally be arranged at least 3 months prior to expected radio call-in. The radio phone-in must be cost free.
- Existing media cooperation of the Contractor network partner should be utilised where possible.