

ARRANGEMENT/COORDINATION OF INTERVIEWS

Press involvement can take place with the arrangement of individual press interviews. Such activities might occur in the context of a press conference (providing individual statements at its conclusion), the launch of a national campaign/project or simply to supply background information on EU-OSHA's project(s), current issue or publication.

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.

Interview package
Overall management
Social media support*
Identification of interview partner & negotiation for a cost-free placement

Overall management incl. identification & briefing of interview partner

Identification of subject matter for interview

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

Interview partner to be identified

- EU-OSHA's national partner to suggest possible interview partner including provision of information and contact details about the interviewee;
- EU-OSHA's national partner and Contractor's national partner to agree in first meeting if interviewee is approached (throughout the preparation phase) by the EU-OSHA's national partner or the Contractor. If approach is done by the Contractor, the EU-OSHA's national partner to communicate details of interviewee in due time (6 weeks in advance);
- Interviewee should possess a certain media potential to optimise coverage;