

RADIO PHONE-IN

Radio phone-ins would see an **OSH expert** (whether from the focal point or other relevant national institution) **being interviewed on a one-to-one basis with a journalist** to provoke debate on a certain topic. The **bi-directional setting of this measure** would initiate instant debate with the radio channel receiving telephone calls, emails or texts from members of the public and having their questions raised with the interviewee.

The evaluation of a radio phone-in can be achieved by **assessing the total number of listeners**, as well as **analysis of the questions raised**, which indicates the public interest for the topic.

The table below summarises the main services:

Radio phone-in
Overall management (including the elaboration of concept)
Social media posts*
Identification of expert in cooperation with EU-OSHA/network members
Briefing of experts
Identification and negotiation with radio station for cost-free placement

Overall management including development of concept for a radio phone-in

Kick-off meeting for definition of topic and elaboration of concept

- Kick-off meeting between the EU-OSHA's national partner and the Contractor's network partner should determine the overall approach and concept of the radio call-in (including its focus, topic, potential spokesperson and key messages).
- Concept of radio-call in to be elaborated in agreement between EU-OSHA's national partner and the Contractor's network partner.
- EU-OSHA's resources should be utilised and referred to.