
CVM PROCEDURES ON MEDIA INQUIRIES

This document is designed to help CVM respond to media inquiries. By following these procedures, CVM employees will help the Center provide accurate and consistent statements to the press and the public and anticipate when Center-related stories will be published or broadcast.

Handling Media Inquiries to CVM

CVM employees who receive media inquiries should refer the inquiry to CVM's Strategic Communications Staff (SCS) at CVMCommunications@fda.hhs.gov before agreeing to an interview or providing information to the media.

FDA's Office of Media Affairs (OMA), in the Office of the Commissioner, coordinates all interaction with general audience media. General audience media include daily newspapers, news wire services, and broadcast outlets that are targeted to the general public, and include national, regional and local outlets. Examples include network and cable news and radio and newspapers such as the *Washington Post*, *New York Times* and *Wall Street Journal*.

SCS works with OMA to provide information and to schedule any necessary interviews for CVM staff with general audience media.

SCS also handles inquiries from trade media and narrowly-focused outlets. Some examples of trade or focused media are *AgriPulse*, *Food Safety News*, *AVMA News*, and the journal *Science*. Blogs generally fall into this category as well.

Anticipating Media Interest in CVM Issues

CVM needs to anticipate issues that may be of interest to the media and be prepared by developing informative background materials. When appropriate, OMA will issue press releases or statements, and SCS will issue CVM Updates, safety advisories and draft and clear other materials to respond to the media, such as key messages or question/answer documents. These materials provide FDA an opportunity to present important public health messages, announce significant initiatives, and provide information about new products of interest to the public.

SCS appreciates learning of planned actions as far in advance as possible. Sixty days, when possible, is optimal, and allows the staff to handle multiple projects at once. However, SCS also handles communications on an emergent basis, such as for outbreaks of foodborne illness.

Drug Approvals

SCS works closely with the Office of New Animal Drug Evaluation (ONADE) to announce notable new animal drug approvals. Please consult ONADE SOP 1243.100.004 for details on this process.

For other activities not involving a drug approval (such as guidances for industry, 5-year plans, etc.), ONADE Division Directors or their proxies should inform the ONADE Director and Deputy and SCS. ONADE employees who are aware of significant and possibly newsworthy activities should inform their Division Directors.

Significant Surveillance, Compliance, or Animal Feed Activities

Office of Surveillance and Compliance (OS&C) Division Directors or their proxies should inform the OS&C Director and Deputies and SCS about any significant activities in their area that are potentially newsworthy to either the general or trade media. Examples include enforcement actions, safety advisories for animal foods, drugs or devices, and letters to industry. OS&C employees who are aware of significant and possibly newsworthy activities should inform their Division Directors.

Office of Applied Science Activities

Office of Applied Science Division Directors or their proxies should inform the OAS Director/Deputy and SCS about any important and potentially newsworthy activities in their area. Examples include publication of research articles about “hot topics” in journals or presentations on these topics at notable scientific meetings and conferences. OAS employees who are aware of significant and possibly newsworthy activities in their areas should inform their Division Directors.