

**FDA STAFF MANUAL GUIDES, VOLUME I – ORGANIZATIONS AND
FUNCTIONS**

FOOD AND DRUG ADMINISTRATION

OFFICE OF THE COMMISSIONER

OFFICE OF EXTERNAL AFFAIRS

OFFICE OF MEDIA AFFAIRS

Effective Date: 02/27/2013

1. OFFICE OF MEDIA AFFAIRS (DAUA).

- A. Advises and assists the Commissioner of Food and Drugs and other key Food and Drug Administration (FDA) officials on all news media activities; serves as a Liaison with the Public Health Service (PHS) and the Department of Health and Human Services (HHS) on news media activities.
- B. Serves as the Agency focal point for preparing, clearing and disseminating press announcements and other statements for the news media on Agency activities as well as arranging and facilitating press conferences, media briefings, media availabilities, interviews and other news events.
- C. Establishes policy for and responds to news media inquiries with timely and accurate information; coordinates and maintains Liaison with news media covering FDA activities.
- D. Facilitates news media interviews with senior Agency officials and provides guidance and appropriate training to interview subjects on advisable conduct during news media contacts.
- E. Analyzes media coverage, conducts assessments and evaluations of media relations tactics to ensure objectives were met and identifies areas for improvement.
- F. Plans, develops, and implements Agency-wide multi-media communications strategies for disseminating regulatory and educational materials to the public through the news media in support of the Agency's top priorities and initiatives.
- G. Provides important daily news clips about the Agency to FDA employees;

and distributes the Daily News Media Report to Department of Health and Human Services.

H. Delegates Freedom of Information denial authority to Freedom of Information (FOI) Staff for the Agency.

2. AUTHORITY AND EFFECTIVE DATE.

The functional statements for this Office were approved by the Commissioner of Food and Drugs on February 27, 2013.

**FOOD AND DRUG ADMINISTRATION
OFFICE OF THE COMMISSIONER
OFFICE OF EXTERNAL AFFAIRS
OFFICE OF MEDIA AFFAIRS**

OFFICE OF THE DIRECTOR

STAFF MANUAL GUIDE 1150.11
ORGANIZATIONS AND FUNCTIONS
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The following is the Food and Drug Administration, Office of the Commissioner, Office of External Affairs, Office of Media Affairs organization structure depicting all the organizational structures reporting to the Office Director.

OFFICE OF THE DIRECTOR