

FDA Staff Manual Guides, Volume I – Organizations and Functions

Department of Health and Human Services

Food and Drug Administration

Office of the Commissioner

Office of External Affairs

Office of Media Affairs

Effective Date: September 30, 2022

1. Office of Media Affairs (DCKB).

- A. Advises and assists the Food and Drug Administration (FDA) Commissioner, Deputy Commissioners and other FDA leadership on all news media activities; serves as a liaison with the Department of Health and Human Services (HHS) on news activities.
- B. Serves as the FDA focal point for preparing, clearing and disseminating press announcements and other communication vehicles for the news media on FDA activities, as well as arranging and facilitating news conferences, news media briefings, news media availabilities, news media interviews and other events.
- C. Establishes policy for news media interactions, and responds to news media inquiries with timely and accurate information; coordinates and maintains liaison with news media covering FDA activities; and coordinates news media engagement with the Department of Health and Human Services (HHS).
- D. Facilitates news media interviews and interactions with FDA officials and provides guidance and appropriate training to FDA officials on advisable conduct during news media contacts.
- E. Analyzes news and social media coverage, conducts assessments and evaluations of tactics to ensure objectives were met and identifies areas for improvement.
- F. Plans, develops, and implements FDA-wide multi-media communication

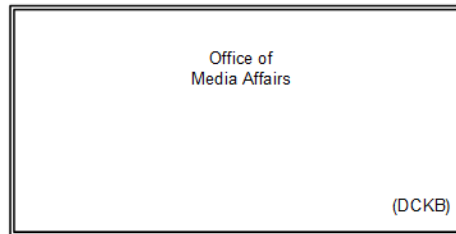
strategies for disseminating FDA actions to the public through the news media in support of the FDA's top priorities and initiatives.

G. Provides important news clips about the FDA to FDA employees.

2. Authority and Effective Date.

The functional statements for the Office of Media Affairs were approved by the Commissioner of Food and Drugs and effective on September 30, 2022.

**Department of Health and Human Services
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The following is the Department of Health and Human Services, Food and Drug Administration, Office of External Affairs, Office of Media Affairs structure depicting all the organizational structures reporting to the Director.

Office of Media Affairs (DCKB)