

Ecraid Press Policy for Partners

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Press Policy Objective

This press policy aims to ensure that when dealing with the media, Ecraid does this in a professional, coordinated manner and that all statements made are accurate and appropriate.

Introduction

All Ecraid partners are expected to assist in providing and sharing information with the public through news media in a timely, accurate and thorough manner. For the purposes of this policy, news media shall refer to representatives of media entities, newspapers, magazines, newsletters, online publications, social media, television and radio.

Accuracy and transparency

Ecraid strives to be transparent and responsive to the media and is a dependable provider of information to the public. Failure to provide accurate information to the public and the news media can result in damaged credibility of the consortium and could diminish its relationships with stakeholders, the public and the news media.

General Authority and Coordination

The Management Board (MB) has delegated the responsibility for the dissemination of all official Ecraid news to the Communications Office (CO) located at Julius Centrum, UMC Utrecht, the Netherlands.

The CO is responsible for the coordination and dissemination of all news and information from throughout the consortium, and the CO should be consulted regarding all significant issues that have the potential to reflect upon Ecraid.

All members and partners are responsible for coordinating with the CO on external communications for the news media. This includes handling an incident or issue which could have serious implications for Ecraid.

Timeliness

Media representatives typically work with defined and often short deadlines. All members and partners are expected to respond to inquiries from the CO in a timely manner, with accurate and thorough information. The CO will determine the appropriateness of information to be released after consulting with the MB and specific work package leaders.

Spokespersons

Depending on the nature of questions and topics an Ecraid representative will be spokesperson. With regards to the various Work Packages, the WP leaders and co-leaders below are the spokespersons on behalf of that specific Work Package. This shall always be in consultation and agreement with the Management Board.

Topic	Spokesperson (Academic)
Ecraid	Marc Bonten (UMCU) CSO
ECRAID-Base	Herman Goossens (UA) CEO

	COO
ECRAID-PRIME SOS-COVID PRUDENCE	Chris Butler
REMAP-CAP	Lennie Derde
Outbreak Preparedness and Response Disease-X POS VEO	Marion Koopmans
MERMAIDS 2.0 POS on ARI in ER	Peter Horby
POS on cUTI in ERs	Jesús Rodríguez Baño
POS on VAP in ICUs	Bruno François
VACCELERATE	Oliver Cornely
EU-RESPONSE	Yazdan Yazdanpanah
EPI-Net LOTTA-Net ORCHESTRA	Evelina Tacconelli
STAT-Net	Stephan Harbarth
PENTA-ID VERDI	Carlo Giaquinto
ECRIN Data Management	Jaques Demotes-Mainard
RECODID Data Sharing	Thomas Jaenisch
European Virus Archive EVA-g	Jean Louis Romette
Public Engagement	Nina Gobat
External Relations	John-Arne Røttingen

Media inquiries

All media inquiries requesting official Ecraid information must be directed to the CO. They will be provided with the journalist's name, contact details, deadline (date and time), topic, and their request. The CO will coordinate the response with the appropriate members or partners.

The CO is responsible for the distribution of all official external communications to the news media. On these accounts, the Management Board and relevant spokesperson is responsible for final approval of communications prepared for release to the media.

To avoid the release of contradictory or out-of-date information, individual members/partners should prevent handling media calls independently.

It is important to make the distinction between representing Ecraid and representing an individual's expertise when speaking with representatives of the media. Individuals should make clear to a reporter when they are volunteering personal opinions and when they are speaking on behalf of the Consortium.

Press releases

The CO is responsible for centrally compiling all news releases and other communications for external media outlets. In case of high international news value, an international press release will be issued. International news value is determined by the CO in cooperation with the Management Board.

International press releases will be composed and issued by the CO. Drafts will first be sent to the Management Board for review and then circulated to the Ecraid consortium for approval. The Management Board is responsible for the final approval.

Ecraid members and partners should not release news to the press on behalf of Ecraid independently.

Press releases will be sent out to relevant international press networks by the CO on behalf of Ecraid.

The CO will be in contact with the EU Commission for promotion via EU communications channels.

Please consult the ECRAID-Base Publication Policy with regards to news releases concerning the publication of a paper.

Process and timing for each individual press release will be defined according to the importance.

Confidentiality

Personal or contact details of members, partners, patients, etc. will not be provided to the media without prior consent.

Issues Management

All members or partners will bring emerging issues of potential media and public sensitivity relating to Ecraid to the immediate attention of the CO.

The CO and appropriate people will develop a media response.

Contact

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