

Media relations in Interreg

A SHORT GUIDE HOW TO SURVIVE A MEDIA VISIT

1 First things first

Clarify whether there is a **media policy** in your organisation. Consult the press office if needed and **coordinate with your lead partner**, too.

2 Know your project

Be ready to explain **what your project/platform is about** and why it matters. Agree on the main messages with the partners involved, so that you speak with one voice. **Practise** it before the journalists arrive.

3 Bring in the transnational angle

The local story can get attention, but the **transnational dimension** can give it wider relevance. Be ready to explain what **working across borders has made possible** that one organisation or country could not have achieved alone.

4 Show Interreg faces

Choose people who **know the subject and can explain it well**. Brief them on the key messages and likely questions. A short test interview can help.

5 Make it visual

Plan what journalists can **see, photograph or film**. Check permissions and consent in advance.

6 Speak like a human

Use plain English, avoid project and EU jargon and explain technical terms. **Never assume that a journalist knows Interreg.**

7 Expect the unexpected

Journalists may ask questions you did not prepare for. **Don't speculate or guess**. If you do not know, say you will check and come back with the answer.

8 Be ready for the follow-up

Have **facts & figures, background information, names and contact details** ready. Know who will answer additional questions - and answer quickly.