

Working With The Media: Be Proactive!

Media Prep Sheet and Follow Up Record

When you're first contacted by the reporter, get this information:

Interviewer's name: _____

Publication/station: _____

Interview date: _____ **Interview time:** _____

Interview location: _____ **Deadline:** _____

Date or time for story publication/broadcast: _____

How/why did you identify me as a resource? (If applicable.)

What issues do you want to cover?

What is the news hook?

What kind of interview is it? (Single story or series? Weekly column?)

Prepare before the interview:

Anticipated questions:

1. _____

2. _____

3. _____

4. _____

5. _____

My talking points:

1. _____

2. _____

3. _____

Bottom line quote:

Follow-up and after the interview, record results below:

What were the issues covered?

What were the key questions asked?

1. _____

2. _____

3. _____

4. _____

5. _____

When did the article/interview run? Keep a copy for your files.

Do you believe you were quoted accurately?

If you could, would you do anything differently regarding the interview?