

MEDIA INTERVIEW PREPERATION CHECKLIST

- REVIEW THE INTERVIEW TOPIC
AHEAD OF TIME



- REHEARSE THE DELIVERY OF KEY
MESSAGES



- FOCUS ON SUCCINCT SOUNDBITES



- BE UP-TO-DATE ON CURRENT
NEWS TOPICS



- HAVE A QUIET, PRIVATE LOCATION
RESERVED FOR THE INTERVIEW
AHEAD OF TIME



- EXPECT TO BE ASKED "IS THERE
ANYTHING ELSE YOU'D LIKE TO
SHARE?" HAVE A RESPONSE READY!

