

press release essentials



Interview Prep Sheet Checklist

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INTERVIEW PREP WORKSHEET

Interview prep worksheet

Print and use this worksheet every time you have an interview with a journalist.

What's my communications objective with this interview?

What's my first key point I would like to emphasize?

What is the evidence to back up this key point?

Supporting Statement #1 (a statement that supports the key point)

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Supporting Statement #2 (a statement that supports the key point)

Supporting Statement #3 (a statement that supports the key point)

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What's my second key point I would like to emphasize?

What is the evidence to back up this key point?

Supporting Statement #1 (a statement that supports the key point)

Supporting Statement #2 (a statement that supports the key point)

Supporting Statement #3 (a statement that supports the key point)

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What's my third key point I would like to emphasize?

What is the evidence to back up this key point?

Supporting Statement #1 (a statement that supports the key point)

Supporting Statement #2 (a statement that supports the key point)

Supporting Statement #3 (a statement that supports the key point)

Interview ‘cheat’ sheet

Key message #1:

- 1 ▫ Supporting message 1:
- 2 ▫ Supporting message 2:
- 3 ▫ Supporting message 3:

Key message #2:

- 1 ▫ Supporting message 1:
- 2 ▫ Supporting message 2:
- 3 ▫ Supporting message 3:

Key message #1:

- 1 ▫ Supporting message 1:
- 2 ▫ Supporting message 2:
- 3 ▫ Supporting message 3:

Use the “touch-and-go” technique to handle questions. That is, touch on the answer to the reporter’s questions and go on to your own objective.