

# Baldwin

Media Marketing, LLC

## PREPARING FOR MEDIA INTERVIEWS: PRE-INTERVIEW CHECKLIST

### REQUEST INTERVIEW PARTICULARS

- What is the topic of the interview?
- Where is the location of the interview?
- Who will be the interviewer?
- Who are the other guests?
- What will be the interview format?
- Is the interview live or taped?
- Will there be telephone call-ins?
- Get the reporter's complete contact information: first and last name, media outlet they are from, and story deadline.

### DETERMINE THE REPORTER'S ANGLE

### SELECT THE ORGANIZATION'S BEST SPOKESPERSON

### PREPARE

- Set objectives
- Analyze your target audience
- Know the interviewer
- Know the material
- Rehearse
- Use visuals

### SET GROUND RULES AND STICK TO THEM!