

Interview briefing sheet

One page to fill in before any interview. Or use the online planner, which prints the same brief.

PROGRAMME / PUBLICATION

JOURNALIST OR PRODUCER

LIVE OR RECORDED? FORMAT AND LENGTH

DATE, TIME AND PLACE

WHO IS THE AUDIENCE, AND WHAT DO THEY NEED TO KNOW?

KEY MESSAGE 1, AND THE PROOF (FACT, EXAMPLE OR STORY)

KEY MESSAGE 2, AND THE PROOF (FACT, EXAMPLE OR STORY)

KEY MESSAGE 3, AND THE PROOF (FACT, EXAMPLE OR STORY)

THE ONE SENTENCE I WOULD LIKE QUOTED

TOUGHEST QUESTIONS, AND MY ANSWER TO EACH

WHAT I WILL NOT BE DRAWN ON, AND HOW I WILL SAY SO
