

Media interview checklist

What to ask, prepare and remember for any press, radio, television or podcast interview.

BEFORE YOU SAY YES

- ☐ Which programme or publication, and who is the audience?
- ☐ What is the story, and why do they want you?
- ☐ Live or recorded? Studio, down-the-line, phone or in person?
- ☐ How long will it be, and when and where will it run?
- ☐ Who else is taking part?
- ☐ What areas will the questions cover?
- ☐ What is their deadline?

PREPARING

- ☐ Three key messages, each with a proof point
- ☐ The one sentence you would like to see quoted
- ☐ The five questions you would least like to be asked, with answers
- ☐ The latest news on your subject, checked that morning
- ☐ Terms agreed (on the record, background) before the conversation starts

ON THE DAY

- ☐ Phone on silent and notifications off
- ☐ On television, look at the interviewer, or into the lens if you are down-the-line
- ☐ Assume every microphone is live, before and after

AFTERWARDS

- ☐ Make a note of what you said and to whom
- ☐ If something published is wrong, ask for a correction promptly