

## Media interview briefing template

### Interview details

Date:
Time:
Location:
Login details (if online):
Interview topic:
Live or pre-recorded:

### Who you will be talking to?

Journalist:
Background information:
Social media profile:
Recent story examples:
Your notes:

### Who they work for?

Media outlet:
Circulation / viewing figures:
Typical audience:
Recent stories (on your sector / organisation):
Your notes:

### Reminders from past interviews

<i>For example: Try to maintain your eye-contact with the reporter.</i>
<i>For example: You used the bridging technique well last time. Remember to do it again with difficult questions.</i>
Your notes:

## Aim of the interview

What do you want to achieve from the interview?
Your notes:

## Message

What is the key message you want to get across to the audience?
Your notes:

### Useful reminders:

[8 tips for creating a powerful key message](#)

[What is message development?](#)

## Examples

How can you support that message and make it resonate?
Your notes:

### Useful reminder:

[How important are examples in media interviews](#)

[How much of their personal story will your spokesperson share](#)

## Difficult questions

What difficult questions could the journalist ask about your organisation, your industry or something else in the news? How should your spokesperson respond?
Your notes:

### Useful reminders:

[How to handle difficult questions and other essential media interview skills](#)

[Personal question serves up soundbite disaster](#)

[How to prepare for unexpected media interview questions](#)