

Interview preparation worksheet

Why am I doing this interview?

You are in control. It is your decision whether or not to do the interview. To help you decide, ask yourself if there are clear benefits to it?

List the benefits:

- 1.
- 2.
- 3.

List the potential downsides:

- 1.
- 2.
- 3.

What is my objective for this interview?

Are you trying to convince, raise awareness, issue a call to action, correct the record?

Write down your interview objectives:

- 1.
- 2.
- 3.

Audience – will this media outlet reach your target audiences?

Write down your target audiences:

Write down the audiences that the media, which requested the interview, will deliver to:

Key messages

Key messages should take no more than 9 to 12 seconds each to deliver.

- 1.
- 2.
- 3.

What are my “go to” bridging phrases to get me back on message?

- 1.
- 2.
- 3.

What don't I want to be asked, and how will I respond?

1. Question:

Answer:

2. Question:

Answer:

3. Question:

Answer: