



# Interview Preparation Template

*(Conquering Media Relations: Advanced Media Skills Training)*

Interview topic: \_\_\_\_\_

Type of interview: \_\_\_\_\_

Name of interviewer: \_\_\_\_\_

Date/time/place of interview: \_\_\_\_\_

Date of broadcast/publishing: \_\_\_\_\_

Target audience for this interview: \_\_\_\_\_

Other views being sought: \_\_\_\_\_

\*Core message: \_\_\_\_\_

Supporting information (facts/ figures/anecdotes): \_\_\_\_\_

Other information (given time available): \_\_\_\_\_

Have I answered WHO, WHAT, WHEN, WHERE, WHY & HOW?

Key contact information: \_\_\_\_\_

Easiest question I could be asked? \_\_\_\_\_

(Opportunity to say...): \_\_\_\_\_

Hardest question I could be asked? \_\_\_\_\_

Strategy for dealing with it: \_\_\_\_\_

Other possible questions: \_\_\_\_\_