

Pre-Interview (“I’m not prepared *right now* to go on record, but I can talk briefly...)

Ask the following questions, as needed:

- What news organization do you represent?
- Confirm contact phone number.
- What is your deadline on this story?
- What is the story angle?
- Who have you talked to so far?
- What have you heard?
- What kind of information do you want?
- Who would you like to interview?
- Who is coming to the interview?
- What kind of visuals are you seeking? What kind of b-roll (or cover video) do you want?
- When will this run?

Create your message:

Outline in priority order the key messages that are most important for you to convey. People generally remember the first and last things you say.

1. Say your second most important message first
2. Your third most important message comes second
3. Say your first, most important message last

Prepare materials:

- Assemble any additional backup material
- Create a one-page quick summary or timeline of a detailed issue

Ask yourself:

- Does this issue/incident have any districtwide appeal?
- Are there data privacy issues to consider?
- Are there any district policies that apply to this incident/issue?
- Who should I alert to the media inquiry?

Principal

Associate Superintendent

Communications Director

Others

Arrange interview:

- Identify and contact persons to be interviewed (may refuse to be interviewed).
- Brief them on the issue and the key messages.
- Help them create their key messages.
- Find a suitable place to conduct the interview.
- Rehearse as needed.

Media Interview Preparation

Arrange visual:

- Seek out locations or activities with high visual appeal.
- Clear an area for cameras to set up.