



TEN-MINUTE INTERVIEW PREPARATION FORM



Remember:

Journalists are not out to get you. They work in sales. Their product is stories. They have asked to interview you because they've identified you as an expert who can help them create stories that will interest their audience.

Key messages and a soundbite to keep up your sleeve

Write down the top three things you want to get across in the interview (relevant to the topic). These might be facts and figures that demonstrate your expertise, specific insights, something that communicates your/your organisation's values, or even rebuttals to any difficult questions you can anticipate. **NB** no sales-talk. Don't mention your company name or promote anything unless invited to do so. If you do, you risk never being invited on again, or alienating the audience.

- 1. _____
- 2. _____
- 3. _____

Write down a one-sentence soundbite. Something memorable and quotable. Avoid clichés or straplines, and don't quote others. Analogies work particularly well as they help the audience, and the journalist/presenter, to visualise the point(s) you're making.

My 'mic-drop moment': _____

When the journalist calls/emails to invite you to be interviewed

Ask them what story they are working on. This will help you quickly understand if it's something you can help them with. If not, let them know quickly. Journalists are busy people and will appreciate a quick and polite 'not this time' over being strung along for hours. And who knows when your paths may cross again?

If you can help, ask them if they have any specific questions in mind. They won't always a) know or b) want to share what they intend to ask, but if you are able to get an idea of the sorts of questions that will come up it will help you to prepare.

Ask about the interview format and whether any of the following apply:

For print/online, is the interview...

- Background/off the record
- On the record

For broadcast, is the interview...

- Live
- Pre-recorded
- In studio
- 'Down the line' (phone/Skype etc.)
- One on one (just you and the presenter)
- Versus (you and another guest(s) with opposing views)
- Panel
- Phone-in (audience interaction)

TIP: Make a note of the name of the programme, the presenter/interviewer, the researcher/producer, and other guests. It'll help you avoid worrying about these small details.