



PREPARING FOR A MEDIA INTERVIEW

Before speaking with a reporter, collect as much of the following information as you can so that you can be an informed and prepared spokesperson.

QUESTIONS TO ASK REPORTER	
Name of reporter and contact information:	
Publication:	
Reporter's deadline:	
Topic reporter is calling you about:	
Who else does the reporter plan to contact:	

WHAT YOU NEED TO RESEARCH AND PREPARE	
Has the reporter written about planning or public health in the past? (If not, you might need to provide some background to the reporter about planning and its connection to public health.)	
Does the reporter want to interview you in person or via phone?	
Are there visuals you can provide that will help illustrate your perspective/enhance the story?	
Does it make sense to take the reporter on location, to better illustrate the points you are trying to make or help educate the reporter about the issue?	
What is the key information you want to impart to the reporter? It might be helpful to look at Section One Messaging in the APA Communications Guide for tips on organizing your key messages.	