

# Media Interview Preparation Worksheet

## Interview Information

Interview Date: \_\_\_\_\_

Interview Time: \_\_\_\_\_

Interviewer / Outlet: \_\_\_\_\_

Platform Type: \_\_\_\_\_

- Podcast
- Radio
- Livestream
- Television
- Print / Article
- YouTube
- Social Media
- Press Conference
- Other: \_\_\_\_\_

## Audience & Context

**Intended Audience**

**Main Purpose Of Interview**

## Core Message Preparation

**What Is The Main Thing You Want People To Understand?**

## **Key Talking Points**

- 1.
- 2.
- 3.
- 4.

## **Project Information Review**

### **Current Projects / Releases / Events**

### **Important Dates / Information To Mention**

## **Sensitive Topic Preparation**

### **Topics That May Require Careful Communication**

- Cancellations
- Internal Disputes
- Financial Issues
- Public Criticism
- Personnel Changes
- Legal Issues
- Online Controversy
- Industry Conflict
- Other: \_\_\_\_\_

### **Notes For Sensitive Topics**

# Communication Awareness Review

Question	Reviewed
Am I answering clearly?	<input type="checkbox"/>
Am I overexplaining unnecessarily?	<input type="checkbox"/>
Am I speculating beyond confirmed facts?	<input type="checkbox"/>
Am I remaining emotionally controlled?	<input type="checkbox"/>
Am I communicating professionally?	<input type="checkbox"/>
Am I avoiding unnecessary escalation?	<input type="checkbox"/>

## Public Perception Review

### How Do You Want To Be Perceived Publicly?

### Communication Habits To Avoid

- Rambling answers
- Defensive reactions
- Interrupting questions
- Emotional escalation
- Exaggeration
- Speaking recklessly
- Public attacks toward others
- Overpromising

## Appearance & Presentation Notes

# Follow-Up Preparation

## Links / Materials To Share

- Website
- Social Media
- Press Kit
- Tour Dates
- New Release Links
- Contact Information
- Sponsorship Information

## Post-Interview Review

Question	Completed
Main talking points communicated clearly	<input type="checkbox"/>
Professional tone maintained	<input type="checkbox"/>
Emotional control maintained	<input type="checkbox"/>
Important information explained clearly	<input type="checkbox"/>
Follow-up communication completed	<input type="checkbox"/>

## Notes After Interview

**What Worked Well?**

**What Could Improve Next Time?**

# **Final Notes**