

Media checklist

When contacted by a journalist, the following checklist can help you make sure you haven't missed anything. Following these guidelines can help ensure a smooth experience and a positive outcome.



Find out why the journalist is calling you

- Where are they from?
- What are they reporting on?
- Why are they reporting this now - what is their 'angle'?
- Who else have they spoken to?
- What is the general line of questions they want to ask you?
- Can they send you the press release/paper/report they are working from?

● Get their contact details - a direct telephone number and email address

● If you need time to gather your thoughts or read over material, find out when their deadline is and ask if you can call back in a reasonable timeframe.

● Contact your institution's communications team/manager.

● Prepare the three most important points you want to get across in your interview.

● Call the journalist back within the timeframe promised.

● When talking to them, make sure you say your three points (most important first) and only comment further if you feel comfortable doing so.

● Let the journalists know your availability for the rest of the day and give them your mobile number where possible.

Plan your key message

Step 1 Communication objective

What is the desired outcome or action you would like to see as a result of this interview?

Step 2 Target audience

Who are you trying to reach?

Step 3 Key messages (with supporting facts)

What are the three most important points you want to convey to this audience?

1.

2.

3.

Step 4 Restate key message

In one brief sentence, summarise the main point you want to communicate.