## 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) Step 4 Restate key message In one brief sentence, summarise the main point you want to communicate