

Media Interview Planner

| Media Outlet | Phone Number |
|--------------------|-------------------|
| Reporter | Date of Interview |
| Email Address | Time of Interview |
| Topic | |
| Anticipated Angle | |
| Primary Audience | |
| Secondary Audience | |

Anticipated Questions (3-5)

| 1 | | |
|---|--|--|
| 2 | | |
| 3 | | |
| | | |
| 4 | | |
| 5 | | |

Key Messages (3-5)

| 1 | |
|----|--|
| 2 | |
| 3. | |
| | |
| | |
| 5 | |



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Additional Statistics/Data/Key Information

How Did I Do?

| Interview Preparation | 1 | 2 | 3 | 4 | 5 | |
|----------------------------------|---|---|---|---|---|--|
| Developing Anticipated Questions | 1 | 2 | 3 | 4 | 5 | |
| Delivering Key Messages | 1 | 2 | 3 | 4 | 5 | |
| Speaking to Primary Audience | 1 | 2 | 3 | 4 | 5 | |
| Notes/Follow-up | | | | | | |

Email <u>info@catalystcommunications.ca</u>

Phone 780-909-2594

Website <u>www.catalystcommunications.ca</u>

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