

## Managing Media Inquiries: Worksheet for Media Calls

|  |
|--|
| <b>Worksheet: When the media calls</b>   |
| <b>Collect the following contact information from the journalist:</b>  |
| Name of journalist:  |
| Publication:   |
| Office number:   |
| Mobile number:   |
| E-mail address:  |
| <b>Ask the journalist the following questions:</b>   |
| What is the story about? What is your angle?   |
| Who else are you interviewing?   |
| If the interview is for radio or television, what is the format? Will it be broadcast live? Will it include call-in questions? What time is it scheduled for and for how long? |
| What times are good for you? Please give a few options so I can check with the spokesperson's schedule. (What is the deadline?)  |
| <b>Deliver information to the spokesperson:</b>  |
| Brief the person to be interviewed, including all the information gathered above.  |
| Find a few articles the journalist has written on the topic and provide them to the person who will be interviewed.  |