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Top Things You Need to Do Before Any MEDIA INTERVIEW

You got the call! Use this free checklist from Perch Communications to soar through your next media interview.



DO YOUR Research

Gather relevant information about the media outlet and the reporter interviewing you.

- → Is the interview for print, broadcast or digital?
- → Is the interview live or recorded?
- → What's the story angle?

PREPARE YOUR Key Messages

Write down 3-5 main points you want the audience to know and remember from your interview.



PREPARE A Soundbite

Write down one statement that captures the essence of what you're trying to say. Make sure it's short and snappy!



Practice makes progress!

Preen YOUR PR SKILLS

- → Book your <u>custom media training workshop</u> with Perch Communications
- → Discover how to prepare for a successful interview
- → Master techniques to stay on message
- → Practice using inclusive language
- → Learn how to host inclusive and accessible media events
- → Get style suggestions to look your best on camera



Perch Communications is a boutique storytelling and communications company for community-minded businesses. We're passionate about helping businesses and non-profits strengthen their brand messaging, connect with their community, and bring attention to the causes they care about.