



Top 5 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.



1

DO YOUR Research

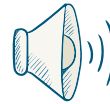
Gather relevant information about the media outlet and the reporter interviewing you.

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

2

PREPARE YOUR Key Messages

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



3

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

Practice makes progress!

4

5

Preen YOUR PR SKILLS

- Book your [custom media training workshop](#) 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

