

Media Preparation Checklist

1. Know Your Audience

- Understand who the journalist's audience is.
- Tailor your message to match their interests.

2. Research the Journalist

- Check their past articles to understand their style.
- Make sure they cover topics relevant to your brand.

3. Prepare Key Points

- Write 2-3 simple, clear messages you want to share.
- Keep them focused on your brand or the topic.

4. Anticipate Questions

- Think about what the journalist might ask.
- Plan short and direct answers.

5. Gather Supporting Information

- Collect data, stats, or examples to back up your points.
- Have them ready to share if needed.

6. Practice Your Delivery

- Rehearse your answers out loud.
- Practice sounding confident and staying on topic.

7. Check What's Newsworthy

- Highlight the most interesting or unique parts of your story.
- Focus on what makes your message stand out.

8. Have Contact Information Ready

- Ensure your phone number and email are easy to find.
- Offer quick follow-up options if needed.

9. Stay Updated on News

- Be aware of current trends or stories related to your brand.
- Find ways to connect your message to those topics.

10. Assign a Spokesperson (if needed)

- Decide who will speak to the media if there are multiple team members.
- Ensure they're well-prepared and consistent with the brand message.

By following this checklist, you'll be ready to handle media requests professionally and confidently!