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# Media Interview Planner

Media Outlet:

Interview Date:

Journalist:

Interview Time:

Contact Info:

Interview Location:

Story Focus/Angle:

Interview Format: (Print/TV/Radio)

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Main Questions to Anticipate:

1

2

3

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My Desired Headline:

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My Key Messages (Accurate, Concise, Tell a Story, Serve Your Audience)

1

2

3

4

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Supporting Stats, Examples to Support Messages



## BRIDGING PHRASES

- I would indicate to you...
- That speaks to a bigger point...
- It's important to remember that...
- Interesting question. Let me remind you though...
- Let me put that into perspective for you...