



Negotiating the Interview

Reporter's name

Media Outlet

Date

- What topics/issues would you like to discuss?
- What's your deadline?
- Is this an issue you're familiar with and comfortable talking about?
- Who else are you talking to about this issue?
 - Have they provided you with a perspective on this issue?

Type of space / time slot needed to be filled:

Television

Newscast

Feature item

Long segment

Live interview

Radio

Newscast

Feature

Interview/call-in

Live interview

Newspaper

Hard news

Feature (section)

Word count _____

Magazine

News magazine

Trade magazine

Word count _____

- When is the item expected to be aired / published?
- How would you like to conduct the interview?
 - In person By telephone
- Will we do it at:
 - My location? Your location? Address: _____

- When would you like to do the interview?
 - Day _____ Date _____ Time _____
- How do I reach you if something comes up?
 - Work _____ Home _____
 - E-mail _____ Fax _____

Other issues to work out in advance:

- How can the reporter reach you (if necessary)?
- Obtain the correct spelling of the reporter's name (and media outlet) if needed.
- Recap the issues to be discussed.
- Can you send background information in advance?
- Does the reporter have enough sources? Can you recommend someone?