REPORTER DETAILS

Name, title & title of publication:_______________________________________
Interview date: ____________________________
Time and time zone: _______________________
Location: address or conference call number:__________________________
Course of Action: Who will contact who?________________________________

INTERVIEW GOALS

List 1-3 goals for the interview, e.g. “share outcome of the research report”
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

KEY MESSAGES (YOUR POINT)

What key messages do you want to relay? Include any supporting points (e.g., data points, personal stories, other experts or sources)
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

GATHER VISUAL SUPPORT

Are there any photos or videos to support your messages?___________________
Any data visualizations to support your point? (If yes, keep it to 1-2)
______________________________________________________________________________

ABOUT THE INTERVIEWER

What topics do they regularly cover? Include social media accounts scan.
______________________________________________________________________________
______________________________________________________________________________

ABOUT THE OUTLET

Summarize the outlet in your own words. Who reads, watches or listens?
______________________________________________________________________________
______________________________________________________________________________

RECENT COVERAGE

Look at the last 1-3 articles written or posted by the interviewer.
______________________________________________________________________________
**INTERVIEW TIPS**

- Feel free to ask the reporter questions too (ie what got them interested in this topic, their professional background).
- Reject flawed premise of a question.
- Provide background information if you can tell reporter doesn’t understand the broader context of an issue.
- Don’t be afraid to say “I don’t know, but I’ll get back to you on that.” This is much better than providing misinformation or fumbling through a response that will hurt your credibility as an expert source.
- Consider the opposing point of view on the issue/stance you’re presenting, and be prepared to address it.
- Use “no comment” rarely, and explain why you’re declining to comment.
- Do not ask to review the piece before it’s published.
- Anything you say to a journalist is on the record, unless both parties agree to another arrangement prior to the conversation.

**AFTER THE STORY COMES OUT**

- If you like the piece, share it with your network of people interested in the topic.
- If you had a positive experience with the reporter, send them a note thanking them for their work and offer to send more story ideas in the future.
- Asking for a correction or clarification: You will need to provide specific, concrete information that demonstrates what’s published in the article is incorrect/misleading. Not liking the word choice/phrasing in the headline or article does not warrant a correction or clarification.

**QUESTIONS? CONTACT US**

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