



# WORKING WITH MEDIA WORKSHEET

10.1.2019

## 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"

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## 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)

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## 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)

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## ABOUT THE INTERVIEWER

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

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## ABOUT THE OUTLET

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

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## RECENT COVERAGE

Look at the last 1-3 articles written or posted by the interviewer.

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# MEDIA TIPSHEET

10.1.2019

## 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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