



Media Spokesperson Worksheet

Before the Interview:

Name, issue, organization:

Main Message of the campaign (sum it all up -- demand, target, values!):

What's your anchor -- one sentence that you will return to over and over again because you're confident, comfortable, and determined to get it across to the audience?

What's one detail or image about YOUR STORY you will use to illustrate your main points in this interview?

During the Interview:

Write your anchor sentence here as big as you can:

Remember to slow down and breathe -- don't be afraid to stop talking!

When it comes to your life experiences and your campaign, you are ALWAYS the expert.

After the Interview:

To Do:

- ☐ Ask for the reporter's name and outlet (or a card) and let the person coordinating know that they interviewed you. If it is a TV interview, ask them how you can get a copy.
- ☐ Ask them when they think the interview/piece will air/run, and make time to look for it/follow up with this reporter on that day.
- ☐ Set aside 15 minutes at the end of your day to reflect (written, in a video, or with another person) on the piece. What did you like and dislike about the Content (what you said) and the Presentation (how you said it)? Did you stick to your Anchor? What do you want to do differently in the future? How will you make time to do this?