PRESS INTERVIEW CHECKLIST

- Analyze the media request to determine whether it aligns with goals, looking at past coverage from the outlet or reporter.
- Follow up with the reporter and confirm the request's deadline, story angle, topics to discuss, distribution, length of the story etc.
- Preview for the reporter what the general ground rules are for the interview, and note that specifics for each spokesperson can be discussed once they are confirmed.
- Determine if there is an available and ready GI recipient/storyteller.
- Check out your story bank as reference to identify the best individual(s).
- Share the request with an appropriate staff member/contact.
- With the spokesperson:
  - Review the Bill of Rights for Storytellers
  - Confirm ground rules. For example: Are they comfortable inviting a reporter to their home or workplace? Are there specific topics/subjects they don't want to discuss? What other clear boundaries should be set before agreeing to be interviewed? The spokesperson should feel empowered during the interview process to decline a request or decline to answer questions they deem as inappropriate, invasive, or irrelevant to the story.
- Confirm the interviewee availability with the reporter.
- Set ground rules as articulated by the spokesperson. Will the reporter abide by these rules? If so:
- Confirm interview time, date, location, method (virtual/phone/in-person) and GI recipient/storyteller for the reporter.
- Ask for a list of questions or topics the reporter plans to discuss. You may need to talk through the piece with them to learn what kinds of questions will be asked.
Coordinate any accommodations needed such as translators, transportation or childcare for the GI recipient/storyteller

Prepare a briefing document with the questions/topics likely to be raised during the interview, for the spokesperson to review.

After the interview

Track progress of approved media requests in the story bank. You can also indicate if the story was published and add a link if possible.

Save reporter information in excel or press database for future reference

Share the final story with the GI recipient/storyteller when complete.

Debrief how the final story furthered key messaging and representation around guaranteed income.

Look for opportunities to share the story via email, website and social media