
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.

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- 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