

May/June 1989

**TO: Executive Addressed**

**FR: James E. Lukaszewski, APR Chairman**

**RE: Interview Preparation Checklist**

Successful media interviews require prior preparation and follow-up. This checklist is a strategic tool designed to help you accomplish your communications objectives through the media interview. When the steps are followed in the order presented, they provide a ready-made road map to successful interviews.

Ideally, you should prepare a briefing document from any important material developed from the checklist. In addition to aiding the interviewee, the briefing document can also serve as a preliminary work-up for future interviews on the same topic(s).

#### INTERVIEW PREPARATION CHECKLIST

1. Set communications objective(s) for the interview.
2. Obtain and develop background information on the reporter(s).
3. Gather information on the news medium involved.
4. Gather ideas that could lead to questions.
5. Create lists of questions -- the ones you hate to answer as well as those you wish they'd ask.
6. Develop answers (in 125 words or less).
7. Select interesting visual opportunities.
8. Set ground rules.
9. Exercise your rights as an interviewee.

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