Interview Communications
Plan Checklist

Who are the audiences you want to target for this interview?
• How will you best reach them?
  – Email blast
  – Social media
  – Ads that run a week or two prior
  – Updated website/banner

What points do we showcase for our messaging?
• Are there insights you want to offer?
• Is there specific language you want to be used (or not)?
• Have you prepped interview subjects for these conversations?
  – Do you have a pipeline of stories/interview subjects to draw from if someone is unavailable?

Who is your designated point of contact?
• Do staff know who to identify as contact when someone calls and wants a story?

Are there internal processes for who we put in front of the camera?
• Are there specific criteria we want to meet?
  – Diversity
  – Cultural sensitivity
  – Knowledge of program
  – Ability to highlight main points
  – Time to prepare

What is the environmental context for this interview?
• Length of time