

Media Worksheet

Through practice and proactivity you can grow your skill at communicating your work to the media. This media worksheet gives basic tools to help you prepare for an interview. By taking the time to write down your key messages, supporting messages, and potential questions you might be asked, you can better prepare yourself to shine in the media spotlight.

What is your message? Why is it important? Why should people care?

Key messages

These are the heart of what you want to say. Although you might have much to say, narrowing down your key messaging to the most important elements will help to ensure you get your message across.

1.

2.

3.

Supporting messages

These are supporting points to your key messages, which can be used in follow-up questions to support your points.

1a:

1b:

1c:

2a:

2b:

2c:

3a:

3b:

3c:

What questions can I expect to be asked?

Take time to brainstorm questions that you can reasonably expect to come up during the interview. Once you have a list, practice your answers to those questions.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.