

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