

## **Interview preparation crib sheet**

**Key message 1** – *What you want the audience to remember? Two or three sentences. Be specific and substantive and think about impact.*

**Key message 2** – *What you want the audience to remember? Two or three sentences. Be specific and substantive and think about impact.*

**Key message 3** – *What you want the audience to remember? Two or three sentences. Be specific and substantive and think about impact.*

**Facts and stats** – *What facts and stats can you use to back up and quantify your claim? How big is the problem you want to fix? How many people would fixing it help?*

**Case study / personal experience** – *Talk about someone, perhaps you, who the issue has affected*

**Immediate release / Under embargo until 00.01am on Friday 29<sup>th</sup> June 2019**

**Headline [short, concise summary of the story]**

**Opening paragraph** – short summary of what the story is. One or two sentences

**Second/third/fourth paragraphs** – more details of the story. Who/where/when/why/context. By this stage the reader should know exactly what your story is about.

**Comment from spokesperson** – why does the story matter? Use this to express opinion relating to the story

**Additional paragraphs** – any further details but don't waffle on

**/ENDS**

**Notes to editors**

**Contact details** – phone number and email address for journalists to contact for interview and further info requests

**Interviews** – who is available for interview? Where and when?

**Background info** – any info journalists might find useful that isn't in the main text

**Boilerplate** – short information on your charity and link to the website

**General press release tips**

- Keep it short. If it is longer than about a page, it is too long. Once you've written a first draft, go through and cut out words you don't need!
- Be clear. Don't use jargon and use language which assumes your reader doesn't have a familiarity with your issue.
- Use a short, clear headline which communicates exactly what your story is. Don't try to think of a pun.
- Use your spokesperson comment to express opinion. The tone of the rest of the press release should be factual.
- Ask yourself: if I came to this story without knowing any prior knowledge, would this press release tell me everything I need to write a story about it?
- Don't try to include everything. There is lots of information that will be interesting to you and your organisation, but not to a general audience.