

Minnesota Coalition for Battered Women

Media Checklist for Domestic Violence Programs

Questions to ask when preparing to speak to the media...

General information:

Date:

Reporter's name:

Reporter's phone number or e-mail:

Media outlet:

Issue:

Message development:

What is the press hook or angle?

Who is our audience? Who do we want to reach?

What do we want people to do after hearing our message?

What are our key talking points?

What is our key message?

List a few good sound bites to use:

Preparing for the interview:

What might the media throw at us? What would our response be?

Is there anyone else the reporter should contact about this story?

Do we want to pursue other media outlets about this story? If yes, who?