



MEDIA CHECKLIST

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Know what you need to know

- Get the topic and questions
- Know the format
- Get all the details
- Find out the parameters



Have what you need to know

- Have your key message ready
- Be ready to pivot
- Have background information and resources ready to share



During the interview

- Don't know? Don't guess
- Take notes as you go
- Do not repeat bad or incorrect information



How to bridge or pivot

Do not repeat bad or incorrect information. Instead, bridge to accurate information with phrases like

- "Well, I can't speak to that - but what I can say is ..."
- "What's important to know is..."



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