

Q&A Brief for Media Interview Preparation

Spokesperson: [Name]

Organization: [Organization Name]

Interview Topic: [Topic]

Date: [Date]

Interviewer / Media Outlet: [Interviewer/Outlet Name]

Key Messages

- [Key message 1]
- [Key message 2]
- [Key message 3]

Potential Q&A

Q1: [Potential Question One]

A1: [Concise, clear prepared response emphasizing key messages.]

Q2: [Potential Question Two]

A2: [Response, including data/facts if relevant. Remain on message.]

Q3: [Potential Question Three]

A3: [Prepared response. Redirect if off-topic, reiterate organization's stance.]

Bridging Phrases

- "What's important to remember is..."
- "Let me clarify..."
- "That's a great question. I'd also like to add..."