

# 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..."