

Map your interview



My conclusion/news/theme:

5 steps

#1 – Picture your audience; customise messages for the journalist's readers/listeners/viewers.

#2 – Determine your conclusion; this is your objective for the interview.

#3 – Develop 3 key messages/'evidence' that prove your conclusion; the 3 things you want your audience to remember.

#4 – Think of 3 stats, examples, etc to back up each message.

#5 – Practise, practise, practise!

Evidence/key message #1:

Backup point #1

Backup point #2

Backup point #3

Evidence/key message #2:

Backup point #1

Backup point #2

Backup point #3

Evidence/key message #3:

Backup point #1

Backup point #2

Backup point #3