



LIVE MEDIA INTERVIEW CHECKLIST

SPOKESPERSON



[A checklist for Public Information Officers/Spokespersons preparing for live interviews with the media and/or community representatives in the event of a crisis at a NNSA site]

1. **Determine if a live interview is authorized by DOE**
2. **Plan, coordinate, and implement interview logistics for Spokesperson**

- Duties prior to interview
 - Prepare script
 - Obtain DOE approval of key messages
 - Type outline and prepare statement
 - Coordinate security arrangements
 - Coordinate offsite location
 - Obtain OPSEC clearance for location (background for photos)
 - Prepare and deliver attendee notifications
 - Notify target media and/or communities
 - Provide maps to attendees as necessary
 - Coordinate media escorts as necessary
 - Prepare visual aids if needed
- Duties during interview
 - Greet media
 - Keep time
 - Take notes
 - Record the interview
 - Set up camera throw line
- Duties post interview
 - Hand out media information kits, including
 - B roll footage (VHS)
 - Stock photos (diskette or CD)
 - Fact sheet
 - Business cards

3. **Spokesperson rehearses for interview as time allows**

- Rehearse until the first 10–15 seconds of both the script and prepared statement can be given from memory in order to maintain eye contact
- Have answers prepared for
 - Five worst questions
 - Five most likely questions
- Practice bridging techniques from answers provided to key messages