



# MEDIA TELEPHONE INTERVIEW



## Checklist

This checklist is designed to assist the Spokesperson and his/her assistants in preparations prior to speaking on the telephone with the media during an emergency while operating in an Incident Command Structure environment.

1. DETERMINE IF FORMAL TELEPHONE INTERVIEW IS AUTHORIZED BY DOE  
Then, ***do the following:***

- Prior Coordination
  - Have key messages approved by DOE
  - Have prepared statement approved
  - Review both the script and prepared statement so you are familiar with it and can read it (especially if you did not prepare it)
  - Decide on ground rules or procedures
  - Determine next time information will be available
  - Prepare to record the interview
  - Prepare script

2. DEVELOP FACTS REGARDING THE INCIDENT (SHOULD HAVE STARTED IMMEDIATELY)

- Facts Regarding the Incident:
  - Nature of incident
  - Time of incident
  - Location of incident
  - Cause of incident
  - Persons involved
- Who is in command of the incident response
- How we are responding (equipment, people, agencies, action taken)
- Agencies notified of incident and time notified.
- Potential impact (specific) on surrounding communities
- Evacuation and/or shelter in place instructions
- If any injured were evacuated to a hospital, if so which?
- Confirmation and number of any deaths (do not release names)



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Checklist (continued)

### 3. PREPARE FOR THE TELEPHONE INTERVIEW

- PIO Determines (with approval of IC/SSR):
  - Key 3 messages
  - Spokesperson(s)
  - Time allocated for interview & questions
- Assistant to Spokesperson prepared to:
  - Prepare speaking aids as necessary
  - Be attentive to spokesperson during the interview (to prevent interference and provide assistance as required)

### 6. REHEARSE FOR TELEPHONE INTERVIEW (AS TIME ALLOWS)

- Have answers prepared for
  - Five worst questions
  - Five most likely questions
- Practice bridging techniques from answers provided to key messages