

The following worksheets, checklists and example documents are intended for the readers of PR Without BS: The Practical Handbook of Ethical Public Relations. Please be aware that using these forms without first reading the book for corresponding explanations and instructions may not produce the desired results.

Press Interview Follow-up Checklist

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Before the interview takes place:

- Review interview goals and objectives. Determine what the editor may need after the interview to produce the coverage that supports those goals.
- Have at least five to 10 customers and three to five analysts lined up and ready to talk at least three weeks before the interview takes place.
- Have clean, easy-to-read copies of third-party reports, benchmarks and resources readily available. Be able to e-mail or mail these documents at a moment's notice.
- If appropriate, have one or two well designed product or application diagrams available. Diagrams are particularly good if the company's products or applications are new and/or complex.

During the interview:

- Ask the editor exactly when and how he would like for you to follow-up. Take detailed notes. Under-score all promises.

After the interview:

- Follow the editor's requests to the letter. Do not let anyone or anything deter you from keeping all promises.
- If you absolutely cannot keep a promise, let the editor know as soon as possible and exactly why. Be certain that the reason is legitimate and not simply an excuse. Be prepared to offer him something of equal - preferably greater value.

Example 10.1: Press Interview Follow-up Checklist