

QUESTIONS TO ASK WHEN INVITED FOR AN INTERVIEW

Who asked for the interview?

With whom you will be dealing to make arrangement: the producer, the host or a researcher (your point of contact)?

Who will the interviewer be?

What is the subject of the interview?

What type of program are you to be interviewed for?

Why did the reporter/producer/researcher call you?

How should you be dressed?

How will you be interviewed?

How will the information or the news material be presented?

What is your authority to speak on the issue on behalf of your agency?

What is the reporter's and/or producer's and/or researcher's experience on this issue and with your organization?

Will there be other participants and will they be interviewed at the same time or separately?

Who is the audience?

Is the program's audience your audience?

When will the interview take place?

When will the interview be broadcast?

Where will the interview take place?

How much time will the interview take?

Why does the program staff want you in particular?

