

NEWS MEDIA CONTACT SHEET

Reactive Contact ____

Pro-Active Contact ____

DATE:

REPORTER:

NEWS OUTLET:

PHONE/FAX/EMAIL:

REACTIVE QUESTION PROMPT:

What's your Story?	
What's your deadline?	
How did you get my name?	
What do you need from me?	
Who else have you talked to?	

PREPARING FOR YOUR INTERVIEW
(THREE MAIN POINTS)

1)
2)
3)

“Heads Up” List
Who did you ask the reporter to consider interviewing?
Give them a “heads up”

MEDIA CONTACT REPORTING SHEET

Name of Reporter and News Outlet:

Topic of the Interview and what you said:

Your perceived “media bite.” What did you say that will probably “make the news.”

Publication/Broadcast date of the story

Please FAX or email this page to:

Ann Houston
Director of Public Education and Communication
NC Tobacco Prevention and Control Branch
Ann.Houston@ncmail.net
FAX (704) 545-3225

PLEASE ATTACH CLIPPING/TRANSCRIPT IF YOU HAVE IT!