

## MEDIA INTERVIEW FORM

**Reporter:** Mark Reiter

**Outlet:** The Blade

**Reporter Phone Number:** 419.724.6199

**What is the Story about?** No Story just gathering background- He would like a copy of the UAW contract. He has the old Teamsters contract and can get the new contract and wage reopener from Ignazio Messina.

**List of Questions:**

- Clarification of the Wage Reopener/ New contract which is which?
- Was the new contract to replace the one that expired March 2012?
- When will it go before the commissioners?

**Has the reporter interviewed anyone else? What did they say?**

He asked the commissioners at the meeting on Tuesday and they would not give him any information.

**Deadline:** No Deadline

**How much time do you need for the interview:** No interview at this point.

**What kind of story:**

TV    PAPER    RADIO    OTHER

**Is anyone else being interviewed:** yes or no

**Are you sending a photographer:** yes or no

**May I use visuals:** yes or no N/A

**How knowledgeable is the reporter:** No the reporter was confused about which contract was which. He was getting his information from Ignazio Messina's story today.

**Has the reporter/outlet done anything else on topic:** yes or no There was a story in the Blade today on this topic, but it was written by a different reporter.

**Does media/reporter have an apparent point of view:** yes or no He is just gathering background at this point.

**Who will be interviewing me?** No interview at this point

**Desired Headline:**

Key Message #1:

**Supporting Statement**

Key Message #2:

**Supporting Statement:**

Key Message # 3:

**Supporting Statement:**

**The Most Difficult Questions You May be Asked**

Question:

Response:

Question:

Response:

**The Most Difficult Questions You May be Asked:**

Question:

Response:

Question:

Response:

**Bridging and Steering Phrases:**

- “The real issue is.....”
- “Let me add.....”
- “It’s important to emphasize.....”
- “It’s important not to overlook.....”
- “The most important to remember.....”
- “Another question I’m often asked....”
- “That deals with one aspect of a larger issue....”
- “It’s too early to talk about that, but what I do know is.....”
- “Let me put this into perspective....”
- “I’m not sure about that, but what I do know is.....”
- “Let me put this into perspective....”

- "I'm glad you asked me that... people have that misconception, but the truth is...."
- "Here's what we did and what we're going to do about it..."

### FOR TV INTERVIEWS

- Live or taped? Satellite remote?
- Audience call-ins or emails? If live, how long broadcast?
- What's the format?  
Interviewer/guest or interviewer and 2 guests?
- Are visual props OK?
- Will video clips be inserted? Can I review them first?

### FOR RADIO INTERVIEWS

Location (media market):

Interviewer's Name:

Show Contact:

On-Air Producer:

Contact Telephone Number:

Hotline/Studio #:

Backup Telephone #

Call-In for Listeners: