

# Preparation Checklist

## Questions:

What is the station?

What is the programme?

Who is the presenter?

At what point in the programme is the interview?

Is the interview live or pre-recorded?

Is it in the studio/down the line/over the phone?

How long is the interview expected to last?

**Is it one-to-one or are other guests expected?**

Does the producer have any information on the audience?

What are the subject areas they want covered?

Remember that the marketing team will often be the first call in helping you get answers to the above.