

# Spokesperson Checklist



Think you've got what it takes to be a good PR spokesperson?

Use this checklist to find out and prepare to represent your brand in front of the media.

**Have you included contact information in your story pitches and media releases?**

**Are you available to respond via ALL of your included contact channels (mobile, email etc.) within a reasonable timeframe?**

**Have you prepared for media contact?**

Do you know what they will be asking, or at least the 'who, what, where, why, when and how' of your story? Are you ready to respond to requests?

**Are you able to adjust your schedule for the media if the need arises?**

**Do you know your brand image?**

What does your brand look like? How does your brand speak? What does your brand say?

**Do you have relatable stories or experiences that you can share with the media?**

**Are you able to simplify your language to avoid jargon and be authentic?**

**Do you understand how the media works?**

How are stories created? What channels do they go on? Which journalists are most likely to contact you?

**Do you understand your business, the market and your audience?**

**Have you practiced interviews and responding to questions?**

Ticked all the boxes? Then it looks like you're ready to jump in front of the media and get your story told.

