

Spokesperson / Interview Brief

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Prepares a spokesperson brief for a media interview — key messages, proof points, likely and tough questions with suggested responses, and bridging phrases. Use it before an interview or panel. For the overall PR plan use the PR Strategy Builder.

Purpose of this tool & output

Prep a spokesperson for media interviews

How the output is used

Use it to prep a spokesperson for media interviews — a briefing with key messages, likely questions and bridging lines.

Important cautions

Never speculate or share confidential/unverified information on record.

Companion documents

- PR Strategy Builder
- Press Release Writer
- Media Pitch Writer
- Media List Planner
- Crisis Communications Plan
- Thought Leadership Content

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.