



[Insert Initiative/Program Name]

Media Briefing Book

[Insert Date(s)]

Prepared for [Insert SME Names]



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Contact Information

<i>[Insert Organization Name]</i>		
Name	Email	Mobile

<i>[Insert Agency of Record Name]</i>		
Name	Email	Mobile



Events & Media Briefings Schedule

Media outlets have been invited to attend and highlight the following events:

<i>Event Details</i>	<i>Media Outlets Confirmed</i>	<i>Interviews Scheduled</i>
<i>Date</i>		
Event 1 <i>Start & End Time</i>		
Event 2 <i>Start & End Time</i>		
<i>Date</i>		
Event 3 <i>Start & End Time</i>		
<i>Date</i>		
Event 4 <i>Start & End Time</i>		
<i>Date</i>		
Event 5 <i>Start & End Time</i>		

MERGE

Interview Details and Questions

Publication Name

Reporter Name
Reporter title



Interview Details/Topics

- [Insert interview details, including timing and location]

Anticipated Questions

- [Insert questions reporter intends to ask]

Publication Name

Reporter Name
Reporter title



Interview Details/Topics

- [Insert interview details, including timing and location]

Anticipated Questions

- [Insert questions reporter intends to ask]



Appendix

Key Messages

- **Key Message 1**
 - Supporting Points/Proof Points
- **Key Message 2**
 - Supporting Points/Proof Points
- **Key Message 3**
 - Supporting Points/Proof Points
- **Key Message 4**
 - Supporting Points/Proof Points

Key Words and Phrases

- Insert key words/phrases (may include phrases for SEO/AEO)

If-Asked Questions/Messaging

- If-Asked Question
 - Approved statement/report
- If-Asked Question
 - Approved statement/report
- If-Asked Question
 - Approved statement/report