



# Wine Growers British Columbia (WGBC) Member Media Training Series

## PR Readiness 2.0

Presented by Leeann Froese, Town Hall Brands townhallbrands.com

### Main Media Message Work Sheet

#### Note the interview objective:

What is the one message the audience needs to receive from this interview?

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#### Key Message:

In one brief paragraph, please state the key point or objective in doing the interview. This statement should resemble what you would like to see as the lead paragraph in a newspaper story or broadcast news report about the winery or a wine.

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#### Key Facts:

What are the three facts or statistics you would like the audience to remember because of reading or hearing about this story?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

#### Primary Media Contact:

Who will take the questions that will come up as a result of the news story? The winery will assign the spokesperson if it is not you. \_\_\_\_\_

*Need a quick coach before an interview?*

Contact Wine Growers British Columbia  
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Responsible for WGBC communications programs, and media & public relations.