

Media
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Questions

Ask why are you being interviewed now. Did something happen recently
Ask who else is being interviewed
What is your organization
Who is audience for your media
What is real question behind the question
What are common misperceptions about your work and comment on them

Content

Do not need to respond to hypothetical- or accept premise
Is reporter likely biased
How can info be misperceived or distorted
Give exact title and affiliation
Give summary of study
Recognize prior studies findings
Ask when and where will be published
Decide on your message a priori and repeat it

Style

Short sentences
Be brief
Okay to repeat
Take time to think out response before answering
Short replies
Speak slowly
Pause before answering
Dress simply, no loud colors
Be confident
Use humor, smile
Use analogies
Look at interviewer
Avoid jargon
Look relaxed