



## Media training

### Tips for researchers dealing with journalists

#### When the phone rings

- Note the name of the journalist and the medium he / she works for.
- Do not respond immediately, but phone back once you have prepared your answers (and have discussed the matter).
- If you do not possess the correct data then refer the journalist to a colleague, together with a telephone number.
- If the phone call comes at an inconvenient moment, promise to phone back later. Ask about the deadline if you need to look up the answer.

#### Before the interview starts

- Find out for which medium it is, which perspective the story has, what is your role in this.
- When is the interview to be published or transmitted?
- Ask in advance whether you may see the story before it is published. That will allow you to check it for factual inaccuracies. However the journalist will determine the content and style of the story.

#### Know your story

- Decide what the most important findings in your research are.
- Establish the main points.
- Formulate the findings as statements and provide arguments.
- Think beforehand about the questions that journalists could pose and make sure you have answers to all of these.
- Prepare an interesting example or metaphor in order to explain complex matter.
- Be prepared to provide background information about the broader subject and not just about your narrow subject area.

#### Avoid jargon

- Journalists are not experts in your subject area. Therefore take time to answer 'stupid' questions.
- Avoid jargon, English terms and abbreviations you use in your daily work.

#### Be alert

- Everything you say during the course of a conversation or interview, can be used by the journalist.