Tips for Science Interviews

Before the Interview

Live interviews:

- · Ask: Who is the host? Who is the audience?
- Be able to summarize your main points in a few clear sentences.
- · Have stories, anecdotes and metaphors ready.
- Practice using a smart phone to record yourself speaking slowly and clearly. Are you easy to hear and understand?
- For video, practice speaking in front of a mirror. Be aware of any strange faces you're making.

Recorded interviews:

- · Ask: Who is the host? Who is the audience?
- Be able to summarize your main points in a few clear sentences.
- · Have stories, anecdotes and metaphors ready.

Transcribed interviews:

- If you need a minute to prepare, ask to call back.
- Ask: Who is the interviewer? Who is the audience?
 Where will the story appear?
- Be able to summarize your main points in a few clear sentences.
- · Have stories, anecdotes and metaphors ready.

During the Interview

Live interviews:

- · Speak slowly and enunciate.
- · Smile and gesture when you talk.
- · Be yourself.
- If you mess up, don't get upset or flustered! Keep going and do the best you can.

Video:

- Wear business casual clothes (perhaps logo wear) with simple makeup and jewelry. Avoid striped shirts and ties.
- · Sit or stand up straight.

Radio:

- · Use a quiet room.
- Talk on a landline phone.
- · Put a "Do Not Disturb" sign on the door.
- · Turn off your cell phone.
- ${\boldsymbol{\cdot}}\, {\sf Have your notes in front of you}.$
- · Sit or stand up straight. (It comes through on audio!)
- Smile and gesture when you talk. (This does, too.)

Recorded interviews:

· If you mess up, ask to start again.

Transcribed interviews:

- · If you need a minute to prepare, ask to call back.
- Ask: Who is the interviewer? Who is the audience? Where will the story appear? What's their deadline?
- ${}^{\centerdot}$ Be able to summarize your main points in a few clear sentences.
- · Have stories, anecdotes and metaphors ready.
- Think of other sources.

What to Say After the Interview

- Offer to give more information or clarity if needed after an interview.
- · If something is factually wrong in a printed story, bring it to their attention. Otherwise, let it go.
- Offer to be a resource for future stories/science topics.

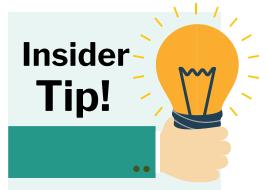


Tips for Science Interviews

www.agu.org/sharingscience

What do we know (background/context of what is known about your research)? What's new (what about your research findings is different/unusual/surprising/validating)? Why does it matter (what's the human dimension, impact on people, effect on society)? What are one or two anecdotes from the research experience that might be

interesting? Or what are some metaphors that help convey your research?



What to Say if You Don't Know the Answer?

- "I don't know the answer to your question, but I can find out and get back to you soon."
- "I don't know, but I can put you in touch with someone who does."
- "That's beyond my area of expertise, but what I can tell you is..."
- DO NOT say "no comment."

