

## 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.
- 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?
- 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

sharingscience.agu.org

## PREPARE!

What do we know (background/context of what is known about your research)?

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What's new (what about your research findings is different/unusual/surprising/validating)?

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Why does it matter (what's the human dimension, impact on people, effect on society)?

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What are one or two anecdotes from the research experience that might be interesting? Or what are some metaphors that help convey your research?

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## Insider Tip!



### 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."