



During the Interview

Congratulations, you have an upcoming interview about your research! Here are some tips to help you navigate the interview.

- If you are promoting a publication or paper, ensure you understand and abide by the journal's embargo requirements.
- Reporters know their audience and the requirements of journalistic writing are different from those of an academic journal. Do not tell the reporter how to do his or her job.
- Remember that the reporter does not know as much about your area as you do. Also, he or she may have been given the assignment only an hour ago, so don't be surprised if the reporter seems unprepared. Have patience in clarifying facts and issues that may seem simple to you.
- Explain the significance of your work to everyday life: what are the implications? Why should the audience care?
- Simple, straightforward, layperson explanations, free of jargon, reduce the chance of distortion or error.
- Researchers are justifiably wary of their results being overstated and creating false hopes. Minimize the dangers by cooperating with the reporter, outlining clearly and concisely the main findings, how they fit into the bigger picture, and the need and direction for future research.
- Know that everything you say won't be used. Decide what your two or three key points are and make them clearly.
- Understand that time, space and interest constraints tend to favour stories that emphasize research with practical results, new techniques and surprising phenomena. It is nevertheless important that the public understand the process by which knowledge advances. Use the opportunity to illustrate the process simply and clearly using anecdotes where possible to make it interesting.
- You won't see the reporter's story before it runs but do let the reporter know that you are available to answer any further questions or clarify points that may be unclear. If you have additional images or video that might help illustrate the story, offer these (provided you have copyright to do so).
- Don't be afraid to show your enthusiasm for your work and mention your department and, of course, the University of Toronto Mississauga!



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