**Your Checklist to Success**

**Key takeaways**

* What are the two or three most interesting or important findings from your research?
* Why are they significant?
* What surprised you?
* Are there a few statistics that are particularly noteworthy?
* What are the policy implications of your research and findings?

**Interview tips**

* Be confident
* Take your time
* Speak in lay terms
* Be concise
* Listen carefully
* Don’t be afraid to ask for clarification
* Don’t feel obligated to answer every question or every part of a question

**Getting quoted**

* Tell a story
* Use imagery
* Spotlight a standout number
* Bust myths and misperceptions

**Problem questions**

* “While I’m not an expert on that subject, I can tell you…”
* “It’s too early to tell, but it seems clear…”
* “What’s important to remember is…”

**Keeping it crisp and concise**

* “The bottom line is that…”
* “The three most important reasons…”
* “To summarize…”

**Putting it together**

* Be quick and responsive, even if it’s a referral to another source, when a media request arrives
* Think through your key takeaways
* Make the information accessible
* You’re the expert, you can drive the conversation
* Say something that stands out
* Practice, practice, practice