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