

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