

Helping Reporters Understand a Technical Story

Copyright © 1992 by Peter M. Sandman

1. Don't assume knowledge.
 2. Guide the interview.
 3. Avoid jargon.
 4. Simplify content.
 5. Anticipate problem areas.
 6. Provide written back-up information.
 7. Be alert for signs of confusion.
 8. Check for understanding.
 9. Suggest other sources.
 10. Offer to look at a draft or check quotes.
 11. Encourage specialized reporting.
-
-

For more about my take on this issue, see:

- Dealing with the Media (Nov 1986) – www.psandman.com/articles/explain2.htm

Peter M. Sandman, Ph.D.
Brooklyn, NY

Email: peter@psandman.com Web: www.psandman.com (U.S.) Phone: 1-609-683-4073
Consulting, Training, and Research in Risk Communication