Helping Reporters Understand a Technical Story
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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