

Talking to the media about your research

The Faculty of Medicine & Dentistry has a communications team to help publicize your research, discoveries and teaching innovations. Working together, we can craft a media release for possible distribution to local, national and international media. From here, we will work with you to schedule interviews for the web, print, radio and television.

Plan for the interview

- Determine your key messages. Ideally, aim for three main points. For more information, see the “Tip sheet for creating key messages.”
- Brainstorm the questions you may be asked, and plan answers for each of them.
- If possible, review the reporter’s body of work to become familiar with their approach.
- Consider possible repercussions, and determine if the interview is in your best interest. You are not obligated to say yes to every request. You may also delay an interview to prepare.
- Notify relevant parties, including the Faculty of Medicine & Dentistry communications team, your colleagues, and the academic journal if the interview is in regard to a specific publication.

During the interview

- Your research is exciting! Your enthusiasm is contagious and helps to generate interest.
- Clearly state your appropriate title as it relates to the FoMD.
- Use simple and accessible language. Speak as if you were explaining your work to a person you respect who has zero knowledge of the subject.
- Be concise and confident with your answers.

Answer effectively:

- Allow the reporter to finish their question.
- Ask for clarification if you don’t understand the question.
- Don’t answer any question you cannot or should not answer. Gently correct wrong information or leading questions.
- Keep your answers short but sweet.
- **Remember to relax—and try to enjoy!**