

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.
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For more about my take on this issue, see:

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

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