

# 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](http://www.psandman.com/articles/explain2.htm)

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