

## Science Communication Academy: Preparing for an Interview Activity Sheet

**Objective:** Prepare for a media interview about your research.

### Quick tips for preparing for an interview:

- Review your research and be able to explain the key points thoroughly
- Know what parts are relevant to those outside your field
- Be ready to explain complex concepts without using academic jargon
- Discuss future directions of your research
- Tailor your answers to your audience
- Think about potential photo or video locations if the interviewer needs them to promote your research

**What is important for people to know about your research?**

**How is your topic applicable to people's lives?**

**What are the key takeaways you could use to keep your research in people's minds?**



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