



Robert Wood Johnson Foundation

Human Capital Portfolio

You: a valuable media source

Media Guide for Health and Science Experts

January 2009

You: A Valuable Media Source

Media Guide for Health and Science Experts

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Why Talk With the Media?

The media can be a powerful tool for informing the public about health care, health policy and scientific progress. You might appear on a TV or radio program to discuss a study you have conducted, to debate a certain topic, or to explain developments in your field. Or you might write a blog post or an op-ed about your work. In the process, you can:

- Inform the public about important health-related developments.
- Educate patients on improving self-care.
- Encourage healthy behaviors.
- Engage colleagues and stakeholders.
- Influence public opinion and policy-makers.
- Inspire change to health practices, systems and policies.

You may also reap benefits from media interviews. When you serve as a credible resource or your work is presented as contributing to the public good, you can:

- Promote your work, research or program.
- Earn credibility for you and your message: *“I read it in the paper.”*
- Attract funding.
- Strengthen recruitment.
- Maintain or build your organization’s reputation.
- Encourage people to seek careers in health and science.

We hope this guide will help you to refresh your media skills, while also helping you to think about new strategies and opportunities for thriving in today’s media environment.

How the Media Have Changed—How It Affects *You*

The media have undergone dramatic changes in recent years, which affect you in your dealings with reporters, news outlets, and readers/listeners/viewers. While these changes present many new challenges, they also create some new opportunities:

- Today’s audiences rely on multiple venues for their information—TV, radio, print, online, blogs, podcasts. While you face stiff competition in trying to earn coverage, you have more outlets to choose from. And the “new media” require new strategies.
- Print newspapers are struggling while online outlets are growing,¹ so reaching out to the “same old” sources is not enough to reach them.
- The news cycle moves at a feverish pace, with stories or focus changing frequently. So you need to anticipate trends and move quickly.
- At mainstream outlets, fewer reporters are covering larger beats or a broader range of topics.² In other words, reporters feel increasingly overwhelmed so you need to be respectful of their time and deadlines.
- A majority of health reporters say they lack specialized training in their issue area.³ So they need sources like you to provide content, ensure accuracy and put research findings in perspective.
- Since the trend in all media is toward using less copy—or fewer words—you must hone your message. A clear and concise message represents you, your research, and your institution in the most authoritative way—and lessens the chances of your statements being misinterpreted by the reporter and/or the audience.
- Audiences are more skeptical in their views of spokespeople. They know when someone appears to dodge a question, and are more likely to doubt that person’s statements. So, it is very important that you are prepared.

¹ Pew Charitable Trusts. Project for Excellence in Journalism, “State of the News Media 2008.” Washington, DC: Pew Charitable Trusts, 2008.

² Pew Charitable Trusts. Project for Excellence in Journalism, “The Changing Newsroom.” Washington, DC: Pew Charitable Trusts, 2008.

³ Smith E. “Health Journalists Face Translational Challenge.” Columbia: University of Missouri School of Journalism, August 22, 2008, www.journalism.missouri.edu/news/2008/08-22-health-journalism.html.

What Makes News?

Sometimes there is no obvious reason why one person, program, or study makes news and another doesn't. A story that is ignored one day might make headlines the next. Nonetheless, when you know what reporters consider newsworthy and prepare your message accordingly, you may increase the odds of your research making the news. When considering what subjects to cover, reporters, editors and producers ask themselves questions such as:

- ***“Will our viewers/readers/listeners be interested?”***
- ***“How does it affect our audience?”***
- ***“Does it make a good story?”***

So what makes a good story? A number of traits help determine newsworthiness. The more items from the following list that apply to your study, the greater potential interest it may hold for a media outlet:

- **Discovery or novelty.** Did you find something new or surprising? Or are you looking at an existing problem in a new way? Is there something significantly different between your method/study cohort/etc. and those of others in the field?
- **Timeliness.** Is your research related in some way to a topic or concern of the moment? For example, talking about health care in the context of an economic downturn is timely. Promoting a flu vaccine in the fall, when people are most at risk, is timely.
- **Magnitude.** How many people are affected? Would your findings be helpful, for instance, to the large and growing number of people suffering from diabetes? Or are they relevant primarily to a smaller group of specialty providers?
- **Human interest.** Can you provide personal stories that would highlight your work and make it more compelling? For example, research on the mental health of veterans could make for particularly compelling reading in a story describing one veteran's return from Iraq and his or her struggle with an anxiety disorder.

- **Notable spokesperson.** Does your research address an issue that has caught the eye of a well-known public figure? The involvement of such a person can do wonders for getting an issue into the headlines (e.g., Katie Couric’s appeals for early screening to detect and prevent colon cancer).
- **Milestones.** Does your story have an important historical marker or anniversary, locally or nationally? For example, your research might build on a landmark study, or be tied to the anniversary celebration of a major public health initiative. If so, you might suggest a story about where the research has been directed previously and where you are taking it.
- **Visuals.** Think about anything visual you can use in your presentation, materials or interview. Can your TV interview be conducted in a hospital setting rather than in your office? If you are working to address a problem such as long waiting times to see a specialist, can you allow a TV crew to film a waiting room? Other possibilities might include images of you conducting part of the research or applying it, of equipment used in the study or in treatment, of a patient and/or family helped by the work, and so on.
- **Practical information.** Has the research led to action steps or recommendations the audience could take to address a problem or concern of theirs? Are these recommendations new or surprising?

Your Media Materials

Some reporters—perhaps many—will not read your entire study, so it is important to prepare clear and concise written materials for reporters and producers to help attract or inform coverage. From an e-mail pitch letter to a fact sheet, your materials should be accurate, brief and well sourced, and should support your main message and supporting points (for a guide to developing your message, see “How to Prepare Your Answers”).

The following are a few helpful hints for preparing basic media materials (if your institution has a press office, they will probably help you to prepare these items):

- **E-mail “pitch.”** An e-mail might be your first contact with a reporter. The e-mail should be brief and intriguing. Summarize the story: Why is it news? Who does your work affect? What is the trend or finding? Why does it matter?
- **Press release.** A press release should answer essential journalistic questions of “who,” “what,” “why” and “how.” Reporters are inundated with press releases, so begin yours with what is newsworthy about your work and keep it as brief as possible. What is your ideal story? What headline would you like to see about your work? That fact should begin your release. Throughout the release, aim to pique the reader’s interest.
- **Fact sheet.** Research can be complicated, so a separate fact sheet can help you to provide background, context or more explanation without overwhelming your release. Be sure that it is easy to read and that the facts are well cited.
- **Issue brief.** An issue brief or backgrounder can help you to “frame” the issue, that is, place your story in context. For example, a press release would be used to announce a new program about family caregivers. The release might be accompanied by an issue brief that focuses on government data about family caregivers or that explains how the health care system has changed over the years to place a greater burden on family caregivers.
- **Experts list.** It can be helpful to provide reporters with a list of other experts they should talk to in addition to you. The names you provide can help you focus the story. It will also position you as a reliable resource for the reporter, which may result in future coverage.

Before You Accept the Interview

It can be exciting to receive an inquiry from someone in the media. Before you agree to talk, however, take a few minutes to think about what you want to say. Responding “off the cuff” is a risky practice. Prior to answering any questions, here are a few things you should think about:

- **Verify institutional procedures for responding to the media.** Some institutions require that all media inquiries be routed first through a press or communications office. Where there is no such office, check on your institution’s or program’s procedures before you answer a reporter’s questions. Also, be aware of any embargo restrictions that may be imposed by journals that have published or will publish your work.
- **Have a process for vetting media calls.** You pick up the phone to find a *New York Times* health reporter on the line. You have no idea why he or she is calling, what the story is, or why the paper has chosen you for an interview. Even if you have determined you have the authority to respond to the questions without a press officer’s consent, you will want to ensure that participating in the story is a wise move for you and your institution. To do this, learn some essential facts about the reporter and the news outlet. Your press officer may assist you conduct these important steps:
 - Visit the outlet’s Web site.
 - Review the reporter’s previous stories.
 - Check out the journalist’s bio. This will help you learn his or her range of knowledge on the topic, and will also give you more of a rapport with the reporter when you talk.
 - Understand the audience. Who does the publication or outlet cater to? Does it address policy-makers? Business leaders? Consumers? Health professionals?
 - What is the reporter’s “beat” (subject area)? Is he or she a general assignment reporter? A health or science reporter? A feature writer? Have you or any of your colleagues dealt with this reporter before? Who does he or she typically quote in stories? How does he or she usually frame issues? What unique “angles” (perspectives) does this journalist find?

- **What is the interview format?** Is it live or taped? In person or on the phone? Depending on the format, your schedule may have to be rearranged if you are to participate. A live or in-person interview will probably require you to spend more time learning your key messages; for a phone interview, you can consult—but should not read directly from—your notes as you speak.
- **What is the deadline?** Find out when you need to get back to the reporter and how much time you will have to prepare what you want to say.

If you and/or your press office have vetted the inquiry using the above criteria and have found it appropriate for you to participate, the next step is to identify your message.

What Will You Say? How to Prepare Your Answers.

Delivering a clear, concise message is by far the most important thing you can do. If you fail at the task, you might find yourself saying, “That is not what I meant to say.” Message is particularly important when communicating about complicated topics such as health and science. Fortunately, the chances of success are in your favor when you invest some time and thought into identifying your main message.

First, prepare your message in advance and make sure it is clear and understandable. Health care research literature is vast, so health reporters must sift through hundreds of press releases a day and decide which ones are newsworthy. Then they must write about the research in a way that their audience can relate to and understand. Yet according to a 2008 study from the University of Missouri’s School of Journalism, a majority of health journalists said they found it “difficult to explain health information to their readers while maintaining the information’s scientific credibility.”⁴ When your responses are clear and concise, you are helping the journalist to present your reasoning and your results faithfully and credibly.

Another reason to be selective in formulating your message is that journalists are selective in forming theirs. It is the nature of most media stories to be tightly focused in scope. They deal with only one subject, and usually with just a single, strictly defined aspect of that subject. Keep this single perspective—often called the story’s “angle”—in mind as you prepare your message.

Finally, you will almost certainly not see the story on the air, in print or online until it is available to everyone else. Because there are no “do-overs” in media interviews, it pays to devote some thought beforehand to clarifying your “talking points.”

⁴ Smith.

Step One: Prepare a Main Message or Theme.

In all likelihood, you will be quoted only once in the finished story. So to ensure that it is what you want to say, decide on and state your main message as early and as often as is feasible during the interview. This message—consisting of one brief, declarative sentence—will quite possibly be the first statement of your press release (see “Your Media Materials”). As noted, you could imagine it as the headline over the news story. You could also think of it as the title of a book on your subject.

Examples of interview themes include:

- *Unique brain wave patterns may help explain why autistic children have so much trouble communicating.*
- *Cancer cases and deaths will double globally by 2010.*
- *Now we can help reduce many children’s chances of becoming overweight by detecting which ones are at greatest risk.*
- *Death rates from colon cancer are now nearly 50 percent higher among African Americans than Caucasians.*
- *Sleep boosts a person’s creativity.*

When developing your main message, keep the following guidelines in mind:

- **Know who you are talking to:** Depending on the media outlet conducting the interview, your audience might consist of the general public, researchers outside your field or those within your field. In all your statements, use language that the audience for each new interview will understand. For example, the main message from one study might be adapted for the three audience levels this way:
 - **For researchers within your field:** *Polygenes associated with the regulation of body weight may account for at least 50 percent of the inter-individual variance of BMI.*
 - **For researchers outside your field:** *We’ve identified some crucial gene-gene interactions that contribute significantly to childhood obesity.*
 - **For the general public:** *Now we may reduce many children’s chances of becoming overweight by detecting which ones are at greatest risk.*

- **Avoid the use of jargon.** When speaking for either an audience of researchers outside your field or the general public, avoid acronyms and “insider” language. If you do need to use a special term, define it right away. Even if the reporter might understand the term, you should expect that your reading or viewing audience does not.
- **Be direct.** Use short, clear sentences.
- **Use analogies.** When possible, analogies can help the public to understand unfamiliar concepts. For example, “...a doctor today can get more data on the starting third baseman on his fantasy baseball team than on the effectiveness of life-and-death medical procedures.”⁵
- **Localize and personalize.** Reporters want the story to be interesting to their audience. Help them out by knowing that audience and making the topic relevant to them. Are you talking to an urban newspaper? Are there findings from your study pertinent to urban audiences such as asthma rates, crime or crowded emergency rooms? Did part of your study take place in the region of the particular news outlet?
- **Consider using a “sound bite.”** Your main message might take the form of a pithy, memorable statement. Good “sound bites” can make a reporter quote you rather than your colleague or competitor; they can also help people remember and respond to your issue. For example:
 - *“If the avian flu comes to North America, it has the potential to be as bad as, if not worse than, the atom bomb.”*

⁵ Beane, B et al. “How to Take American Health Care from Worst to First.” New York Times, October 24, 2008.

Step Two: Prepare Two or Three Supporting Points.

These points are illustrations or validations of your theme. One method of identifying them may be to ask, “What are the reasons I believe the theme is true today?” The supporting points—no longer than one sentence each—could consist of a statement of your method, of a critical piece of background information, or of a data point from your research.

A reporter typically will want to know how your study differs or departs from previous studies on the subject. Consider using one of your supporting points to address this distinction.

For instance, here are three supporting points for the theme, “*Now we may reduce many children’s chances of becoming overweight by detecting which ones are at greatest risk.*”

- **Supporting Point 1.** *We have identified some genes that show the effects of both heredity and environment on children’s weight gain.*
- **Supporting Point 2.** *This discovery should also help us find which environmental factors have the most to do with childhood obesity.*
- **Supporting Point 3.** *Unlike previous studies on the subject, ours compared identical twins, fraternal twins and adoptees to separate the contributions of heredity and environment.*

Apply the guidelines under Step One regarding jargon, directness and so on to your supporting points as well.

Step Three: Anticipate Likely Questions.

Given what you have learned about the journalist and the story (see “Before You Accept the Interview”), what are the likely questions you will be asked? Write them down and practice answering them, using your talking points (i.e., theme and supporting points).

Step Four: Anticipate the “Dreaded” Questions.

It will probably be easy to imagine a question or two that you hope won’t be asked but that could be asked. By identifying these questions in advance, writing them down and thinking about how you would answer them, you can help reduce any anxiety about them. For specific methods to use in answering these and other tricky questions, see “Stay on message” in “During the Interview.”

During the Interview

- **Know that the cameras (and microphones) are always on.** In the “green room” (waiting area) or restroom before or after the interview, what you say can be used against you. Consider yourself “on the record” at all times.
- **Make your first words the most memorable.** People lose interest quickly, so if possible, share your main message first.
- **The audience to reach is the viewer, not the reporter.** Visualize your audience and speak to *them*. The reporter is not your target audience. You are speaking to people as they watch the TV in their family rooms, listen to the radio in their cars or read the newspaper on the subway. Communicate in a way that engages them. Speak in lay persons’ terms, and always try to show how your news is relevant to the lives of the people in your audience.
- **Keep your answers short and simple.** Most responses should be no more than 20 to 30 seconds long. Stick to your message and stop talking when you have delivered it. Wait for the reporter to ask you the next question and do not worry if no one is talking.
- **Share your passion.** Show emotion so your audience can share your excitement, surprise or enthusiasm about the work and the progress you have made. Your passion can motivate your audience to understand, learn more or support efforts for change.
- **Avoid the appearance of evading questions.** Rather than ignoring the question, briefly acknowledge the question you don’t wish to answer and move directly to one of your messages via a **bridging phrase**. For example:
 - *“What you just brought up is a challenging health problem, too. I think it brings us back to the point about our study I mentioned earlier, which is...”*
 - *“That’s a hard question. I think what’s important for people to know about the disease is...”*

This bridging method, far from appearing as an evasive maneuver, will appear to the audience as your staying focused—as long as you acknowledge the question first.

- **Stay on message.** Remember your main message (Step One) and supporting points (Step Two), and include them as much as possible in your answers. If you are unclear about a reporter's question, ask for clarification. If a reporter asks a question you do not want to answer, then as mentioned, return either to your theme or move to a supporting point via a **bridging phrase** such as:
 - *"I'm not sure about that, but what I can tell you is...."*
 - *"I understand what you're saying, but look at it this way...."*
 - *"That is interesting, but the real issue here is...."*
 - *"What is important for us to get across to people is...."*
 - *"I'm not an expert on that, but what I do know is...."*
- **Avoid repeating any negative words or inaccurate facts that may be included in a reporter's question.** Simply correct the inaccuracies and shift to an appropriate message point. If the reporter continues to repeat inaccuracies, take the time to explain why the assertions are wrong and why it is important to "get it right."
- **Don't know the answer? That's OK.** Just say so and offer to find out. Or explain why it is difficult to give an answer: *"The government data are delayed, so we can't be sure yet,"* or *"That's not what this study is really about. What we looked at is...."*
- **Avoid one-word answers.** Except in the rare case when you might want to use a simple "yes" or "no" as a strategic response, give engaging answers that are on message and keep the conversation interesting. This is especially true for radio interviews.

After the Interview

- **Send your thanks.** Once the story appears—or after you have appeared on a program—drop the reporter a short e-mail thanking him or her for paying attention to the issue and for the coverage.
- **Be available for follow-up questions.** Offer to answer further questions or clarify any of your points by phone.
- **Keep your word.** If you offered to send the reporter materials, be sure to follow up. It may mark the beginning of an important relationship.
- **Did you miss anything?** After the cameras and microphones are turned off, if you realize you didn't mention one of your supporting points, it may still be appropriate to share it. If you realize after you leave that you either misspoke or need to clarify a point, make a follow-up phone call to the journalist as quickly as possible; if you are unable to reach him or her directly, send an e-mail as well.
- **Swiftly correct any errors.** For a variety of reasons, and despite the best efforts of all concerned, a story may contain incomplete information or misinformation. If an error is serious enough to warrant a correction, consider sending a letter to the editor (for a print or online article) or a note to the producer (for a story on TV or radio). Include some positive comments about the piece as well as the problems.

Medium-Specific Techniques: Television, Radio, Print

Television Interviews

The message you deliver is the most important aspect of the interview. But the way you say it and the way you present yourself can support your efforts or undermine them. The following tips will help you come across well on camera.

- **Arrive early.** Get to the studio about 30 minutes before the interview is scheduled to begin. This will give you time to learn important logistics such as where the cameras are, where you need to look and what the “shot” is. Is it from the waist up? Or will they also see your legs? Arriving early will also give you time to chat with the producer(s) and to gather more information about the direction of the interview.
- **Pre-interview.** TV producers sometimes conduct a pre-interview to get a sense of what you will say, to make sure you have an understanding of what they want to cover, and to prepare the on-air interviewer. Regard this pre-interview as “the real thing.” Stick to your main message and supporting points. Avoid saying anything you would not want mentioned during the on-air interview; even at the pre-interview stage, nothing is considered “off the record.”
- **Drink water.** Ask for a glass of water before the interview begins. Keep it handy during the interview; if your mouth or throat becomes dry, you will be glad to have it there.

How Do You Look?

- **Dress appropriately.**
 - Women should avoid wearing elaborate jewelry or clothing with small, repeating patterns that tend to “dance” on screen. Skirts should fall below the knee, especially if you will be interviewed sitting down, when skirts tend to rise. Wearing bold, jewel-tone colors can help give your face color. Avoid white.
 - Men should wear business suits with shirts of solid color. Avoid white shirts, which will cause the camera to dim the light values around your face; blue is always a good choice. If a tie is appropriate, choose one without any small patterns or heavily textured surfaces; these will appear to “dance” on camera.

- If you wear eyeglasses that do not have anti-reflective lenses, either wear contacts or ask the camera and lighting crew—very nicely—to do what they can to eliminate reflections.
- If you typically wear a uniform or other work-related clothing in your work, ask the producer or reporter if they would like you to appear in that attire. For example, if you are a physician, it might be appropriate to wear a white coat and stethoscope if you are being interviewed at your workplace but probably not at the TV studio.
- **Wear face powder or makeup.** Whether you are a man or a woman, the bright lights of television will make you look pale and the heat can cause perspiration. Some TV shows will offer you time with a makeup person. To be on the safe side, women should wear everyday makeup to the interview and bring touch-up makeup as well; men should carry any generic brand of colorless powder, available at most drug stores.
- **Take steps to look at ease.** The more relaxed you look, the more convincing your statements will be to many viewers. How do you look relaxed even if you don't feel that way? Find a comfortable position, then lean slightly forward (about 10–15 degrees). People who lean backward even slightly appear disengaged and disinterested on TV. It is recommended that women cross their legs and that men avoid spreading their legs outward.

Lights, Camera, Action

- **Set a positive tone.** Whether the nature of your subject is upbeat, tragic or something in between, you can project a positive attitude at having the opportunity to share information that will contribute to a better understanding of, and/or the alleviation of, a problem.
- **Facial expression.** Cameras often emphasize the negative, so a neutral facial expression will appear as a frown on camera. Try to keep your face pleasantly neutral and smile as often as possible, especially when introduced.

- **Maintain eye contact.** Depending on the format of your TV appearance, you will need to focus on the interviewer or into the camera. The goal is not to stare; in fact, it is OK to occasionally glance away. But if you are constantly looking up or down, you may appear to be searching for answers or not telling the truth.
- **Head and hands.** Avoid bobbing your head when you talk, but do use your head to send messages when you are not speaking, such as shaking your head in disagreement if you oppose what someone has said. Use your hands just as you would when discussing your work with friends at the dinner table. This will help you look and feel natural, whether or not your hands are visible within the picture frame.
- **Breathe!** Take a breath before you begin. Speak more slowly than you normally do. Nervousness tends to speed up the voice. If you remind yourself to breathe between sentences, you will appear more natural.
- **Don't be afraid to start over or rephrase.** For taped interviews, your answer will be edited, so start over if you feel your answer was unclear. During a live broadcast interview, don't start over but instead use a bridging phrase such as "*Let me try that again...*" or "*Let me say that another way...*" and rephrase your answer.
- **Do not be combative.** Be friendly and helpful, never combative (except in very rare circumstances). On debate-oriented TV shows, you must be prepared to interrupt, albeit politely.
- **Be yourself!** Know that you have something to offer and that this is why they have invited you to speak. Enjoy the experience as much as you can, and know that it gets easier the more you do it.

Television Interviews via Telephone

A trend in taped television interviews is for the crew to set up in a location such as your office or conference room, while the reporter interviews you over the phone. In these cases, you will hear the questions over a speaker phone and will need to respond as if the reporter were sitting in front of you.

- **Have a colleague sit in as the reporter.** Unless instructed to look directly into the camera, invite a colleague to sit in the reporter’s “place” and direct your answers to him or her, not to the phone.
- **Speak in a natural voice.** Resist the temptation to shout your answers toward the speaker phone, even if the reporter can’t hear you well.

Print Interviews

- **If you are interviewed by phone for a print story, keep your notes nearby.** Have your main message and supporting points in front of you, but do not read them verbatim. Instead, use slight variations on the words you’ve written; you will sound much more conversational and engaged.
- **Most quotes are no more than *three sentences*.** For print stories, your main message and the other elements discussed in the section “How to Prepare Your Answers” should be your guide.
- **Help with complicated statistics.** While it is not appropriate to ask to review a story before it is published, do offer to be available afterwards. For example, *“If I can help you or if you want to run anything by me to make sure it’s accurate, feel free to call.”* Reporters will sometimes take you up on the offer and may even read a section of their story to you to be sure they got it right.

Radio Interviews

- Think of yourself as a teacher, informing the reporter and audience of your all-important main message and supporting points. Adopting this mindset can help your voice remain animated and upbeat.
- Welcome the power of silence after you finish each answer. This will help you avoid “ums” and other verbal tics.
- Refer to your notes as needed, but don’t read directly from them.
- Smile. The audience will hear it in your voice.

Top Five Media Rules

As a recap, these are the five most important rules for communicating effectively to and through the media:

1. **Be prepared.** Learn as much as you can about the reporter, outlet and story before agreeing to the interview.
2. **Know the ground rules.** Cameras and microphones are always on; nothing you say is “off the record.”
3. **Develop a clear message and stick to it.** Decide what your main message is *before* doing the interview. Also prepare two or three supporting points. Stick to your key messages. If the reporter gets off topic, use a *bridging phrase* to move back to your message.
4. **Teach.** Approach the interview as an opportunity to educate your audience. The more engaged you are, the more interested they will be.
5. **Follow up.** Thank the reporter for covering the subject and asking you for the interview. If necessary, gently correct any mistakes.

You're On the Air

If you are a Robert Wood Johnson Foundation Human Capital grantee, scholar, or fellow who needs additional help preparing for a media appearance, contact your assigned RWJF communications contractor. If you are not sure who that is, please e-mail HumanCapital@iqsolutions.com or call (240) 221-4055.

Resources

There are a number of additional resources that can help you better understand and work with the media.

- **www.journalism.org**: The Pew Charitable Trust's Web site features the latest studies tracking media trends and provides data about which media outlets people rely on for news and information.
- **www.healthjournalism.org**: The Association of Health Care Journalists provides helpful materials for health care reporters. There are also a number of publications available that were underwritten by the Robert Wood Johnson Foundation.
- **www.kff.org**: The Kaiser Family Foundation routinely conducts studies about how the media covers health topics and how entertainment programs such as "Grey's Anatomy" and "ER" can increase public understanding about health issues.
- **www.knightfoundation.org**: The Knight Foundation's Web site offers a tool with tips about how to write a press release.