

Thoughts on interacting with the media:

Greg Siegle

- Use short easy-to-understand sentences. I tend to write out my "speaking points" in advance.
- Speak slowly. They will speed it up for radio later by removing the pauses between your words electronically. This technique lets you compose your words better and also allows them to take notes.
- I like to write out the main points I want America to know before the interview and strive to work these in whatever their questions. At the end of the interview, particularly if my main points have not been covered I request to add a note, and then summarize my main points.
- It's best form to speak about work that's been published. If you have not yet published the work on which you're being interviewed (e.g., if it's based on a poster), I would strive to not overstate it. Rather, I suggest speaking primarily about the potential of this work and about how you have something interesting in the works, without revealing much that might change in publication.
- All of the interviewer's questions are "great questions" - and I let them know it. It keeps them happy and the tone positive.
- It's ok to not be an authority on everything - they may ask about things that are not your area - in this case it's often better to say "I'm not working on that now. But X is - Ask her - it's terrific work."
- Of course, don't say anything negative about anything anyone else is doing. Rather, in public, I strive to cast everyone else's work in a positive light - our goal here is to keep the field moving forward, and eating our own is just way too easy and destructive.
- Chip Reynolds says "use bridging comments to get back to key points or key messages"
- Enjoy! If you're enthusiastic and happy, America will be too.