Science Communication Forum
Media Training Resources

Media Interview Skills
Developed by media relations and communication experts, this session will teach you how to: recognize if you have a newsworthy story to tell, develop and understand the importance of key messages, think like a reporter and keep control of the interview, and avoid faux pas during the interview.

On Camera Interviewing – Webcasting & Public Speaking
This session focuses on tips and tricks to help you master the skill of the all-important on-camera interview. Topics include: relaxation techniques to use prior to the camera rolling, the use of effective soundbites to ensure your message is included in the reporter’s story, what to always say in the first 30 seconds of the interview, information on appropriate interview attire (for men and women), the importance of nonverbal communication, and how to practice for your interviews at home.

Make People Care About Your Science
Developed by a journalist, this session will help faculty communicate their science to a lay audience for maximum reach and impact in the media. Research faculty will especially benefit from learning: what reporters want and need to hear during an interview, pitfalls of explaining science or research-based stories, the “good vs. bad” way of explaining technical information, how to get your story noticed by journalists, what NOT to say to a journalist, and solutions to difficult interview situations.

Interviewing Dos and Don'ts: Explaining Your Science
In this video, two different explanations of a medical concept are presented to highlight the importance of delivering information that will resonate with a lay audience. The first demonstrates a complicated explanation using too much medical terminology that would be lost on most audiences. The second example explains the concept in lay terms making it easy for general audiences to understand, thus more useful to both the public and media partners.

Questionnaire for Researchers - Pre-Interview Questions to Consider
Before an interview or talk, be prepared to answer the following questions in lay language, providing statements that can be used as quotes, wherever possible. For example: What is the single main purpose of your study? What is the significance of the finding(s)? What are the implications of your finding(s)? Are there clinical applications that can be applied in the next few years? For the full list of questions, log-in to My Quest.

These sessions are open to all faculty and staff across MUSC and MUSC Health through My Quest.