You should be able to provide insight into your work at a level that is accessible to the lay reader. Before your interview or talk, be prepared to answer the following questions, providing statements that can be used as quotes, wherever possible.

1. What is the single main purpose of this study?

2. Please explain, in simple terms, the key findings/results?

3. What is the significance of the finding(s)? Is it new? Does it confirm anything?

4. What are the strengths of your study?

5. Were you surprised by the results?

6. What are the implications of your findings? Are there clinical applications that can be applied in the next few years?

7. Initially, will your study be of most interest to other researchers? The general public?

8. Can we help highlight this study with a patient (patients) who would speak with the media? **This is not always possible, but when it is, it helps significantly with media interest.**

9. How would you like your name, degree(s), title and affiliation to appear in the press release?

10. Please list any organizations/institutions that funded your study.

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