

# ON THE RECORD – A MEDIA GUIDE FOR SCIENTISTS

Media outreach can be intimidating for scientists. Here are some tips to navigate interviews with journalists.

- After the press release is issued, be available for interviews for about one week.
- Return journalists' calls and e-mails following the press release promptly. Reporters often face extremely tight deadlines.
- Prepare a few key points.
- Be conversational — don't be afraid to show a human side and tell anecdotes.
- Assume that everything you say can be published.
- Most journalists will not send you a draft of the article to look over. However, researchers can offer to answer fact-checking questions.
- If an article contains an error or sensationalizes the findings, ask for a correction, write a letter to the editor, or respond on social media and tag the journalist.

This media guide originally appeared on Nature News in the article [“How to work with your institution's press office to maximize the reach of your work”](#) (click to read the full text)

Need more help or advice? Reach out to: Maarten Muns, Science Communication Adviser Leiden University ([m.a.muns@bb.leidenuniv.nl](mailto:m.a.muns@bb.leidenuniv.nl)) or 071 527 32 82