All right, so in this next module, we're going to be talking about being interviewed by the media.,And I have with me today, I'm going to have a conversation with three of my former students.,They've all done some really interesting research that's been picked up in the general media.,So they've all had the experience of having to be interviewed both on the radio and for print media.,And they're,going to tell you a little bit about their experience and give you some tips.,Because if you do end up getting published eventually, which a lot of you will, ,especially if you are published in a high profile journal, you will likely be contacted at some point in your career by somebody from the media who wants to do an interview.,So you have to be a little bit prepared.,So I have with me today three of my former students.,I'll just give them a brief introduction.,So this is Doctor Kit Dalgado.,He's an instructor of emergency medicine at Stanford University.,I have Doctor Crystal Smith Spangler, who's an instructor of medicine at Stanford University in Iran Ben David, doctor Iran Ben David, assistant Professor of Medicine at Stanford University.,I'm just going to briefly tell you a little bit about their each their individual research and their experience with the media.,They'll be telling you more about it as we go along.,So a kid actually had a paper in The Annals of Emergency Medicine in 2010 that was about the use of preventative services, people receiving preventative care in the emergency room.,I got a lot of media attention.,He was did a number of radio interviews, including on Health Radio, ,and actually just last week in 2012, had a paper in the Journal of Hospital Medicine about patients being transferred from the emergency room to the I-C-U.,He was interviewed uh by one of the Stanford News services for that.,So he's had some very recent experience with interviewing.,Doctor Crystal Spangler Smith had a paper in Annals of Internal Medicine in 2010 on sodium reduction strategies that was covered by a number of media outlets. And recently had a 2012 paper in The Animals of Internal Medicine that was on organic food, and that's a topic of, a hot topic of interest, and was covered by quite a few media outlets.,She was interviewed on NPR, she's been talked about in The New York Times, the L-A Times, ABC News.,So that got some wide media coverage, and she'll tell you a little bit about that.,And then Doctor Iran Ben David, he had A-A paper, actually, in 2010, on anti retroviral therapy in Africa, that got quite a bit of media coverage.,And and also very recently in 2012, had a paper in the Journal of the American Medical Association, which is about U-S AIDS relief to Africa, and how with the impact that's had.,And so that was covered in a number of media.,Ls NPR was mentioned in the L-A Times, the Washington Post.,So he's also done a number of interviews very recently.,So I'm going to start just to give you guys a sense of how does the media even find out about your work?,So my 1st question for the panel is just how did you know, if you know, how did the media that you were interviewed by, or the number of them, how did they learn about your work?,So I'll let anybody jump in who wants to take that question.,Well, the Stanford Press Office, um, rights of press release.,And I think for most publications, if you would like them to do a press release, um, they can.,They work with you. And so they were were helpful in crafting at press release.,And I believe, um for um, some of the major journals, they, they also have press releases as well.,Right? Iran did with dejama issue, a press release on yours.,Yeah. So, so Jema issued the press release.,In addition, we have by now established a relationship with the press office.,It's always good to have this personal relationship with the press office.,And and whenever an article will be coming out, you can let them know ahead of time, and they will issue a Stanford press release.,There's often uh to, especially in the in the uh more high profile journals, they they have their own press office, and they relation their own press release. It's often nice to have to have a relationship with the press office at your institution, ,because they will usually allow you to take a look at the press release and kind of help craft the message, which you don't get, as we'll talk about later, with an independent media.,So very important question. What did you do to prepare for your interview?,I want you knew that you were going to be interviewed.,What were the steps you took and get ready?,So I met with a tel Panabocker who was our media relations person in our research center,, and she pretended to be the interviewer on the radio station, and that was extremely helpful in terms of coming up with my sound bites that I want to get across on on the radio.,And then the 2nd thing I did was, right before the interview, I made a one page document with bullet points that I want to get across on.,What are the take home messages, what we did, and then some additional details in case they asked about those.,Yeah, for a radio enter, you really need to be prepared because you're doing it.,Was it live, or at least, uh, it was going to be whatever you said is, I'm either it was, yeah.,Okay, so you really have to we prepared.,Yeah. I did something similar. I met with the, my senior author, and together we, as well as with the press office, developed our kind of key bullet points that we wanted to convey simply.,And that was really useful to have.,Just like he had a one,page document written out word for word, just a couple of sentences.,So that because you really want yourself, you to be quoted correctly.,And I know I sometimes will just conversation stop or not have a,complete sense, but you want your senses to be completely well thought out.,And so I thought it was very useful to have one page, um, I mean, document in there, you know, some bullets that they ask to remind you, is anything else that you want to add right there?,There are many things that are worth thinking about ahead of time.,The kind of media outlet, whether it's radio or television or just in the in the in the printed press, it can the implications can be very different. So, you know, I've had one radio interview with almost like a morning talk show kind of host, almost like I MS.,in the morning, but for a serious and, uh, and ahead of time, I was, uh, ,you know, the our, our press, uh, office, uh, representative did some background check on the person who told me that,, you know, he's probably going to ask a few questions that are a little bit off the a little bit off the mark.,And so for those kinds of interviews, in particular, it's very important have again, so you're speaking points, and you can always bring the questions back to the speaking point.,So having spring prepared is going to be very important.,Um, sometimes you can ask for the questions ahead of time.,I know, I don't know what, uh, what, uh, people are going to ask you.,And and again. So having a having prepared responses is is helpful.,You can also ask, what, um, if, if they have a particular angle they're going to be covering, like what the angle of the article is, sometimes you can find out about that um.,And it's also, as you mentioned, useful if you can find a little bit about who you're gonna be doing the interview with.,So you can't get an idea perhaps what they might ask you about, though, you'd have to keep keep in mind that, ,you know, you know your topic more than any one else, so you will know the answer.,It's just a question of making sure you can convey it, um, very articulate way.,Did you too practice at all with a sort of, do a mock interview with anyone as well?,Yeah. So, so I've done mark interviews, and, um, I actually had someone film me because one of my interviews was a video video.,So your body posture and body position makes a difference.,And the other thing else is, again, it's the relationship with the local press office is important, because they will sometimes screen the people who want to come in and interview you.,Um? And, you know, you can then have at least, uh, someone, someone who will think through you whether that's an interview that's worth doing or not worth. So there may be sometimes where you might want to turn down an interview, possibly especially.,I mean, I'm sure, you know, for a very highly publicized articles, virtually overwhelming.,Yeah, yeah, crystals was covered quite extensively.,So you may have had to turn some interviews down just for time.,And once it became clear that there was a lot of interest, stampered, the press office handled all the requests and helped triage which ones I should prioritize, right?,Good. Good. So there was a lot of research in in preparation, and that sounds like that went into all of these Good for the students to be aware of.,The next question is, what was the most surprising thing about the experience, perhaps about your 1st experience,, being going to read, where there are things you weren't expecting, that came out of that, either good or bad.,I think, I think what you don't realize is that it's really over very quickly.,You know, a three to four minute interview.,The interviewer is going to be talking at least 2 min or the time setting up the question, ,so you really only have about a minute or two to get across your main points, ,which really boils down to about one or two take home messages, and maybe one one or couple senses about what you actually did for your study.,So I think that just goes back to really hanging down your message into that one bullet point, and and before you know it, the interview is over.,Yeah, I would agree that you have to be very sissy, or at least think about what amount of time you're going to have, especially for TV.,You have almost no time given to you to express your um thoughts.,It's very, very limited, right And now to also, it's a very, um, it's not a very impromptu experience.,So it's very, by and large, your message is prepared ahead of time.,And interviewers, sometimes they all they want to hear is that message in a in a sound bite.,So it's not an opportunity for you to, you know, explore, discuss if it's a very, uh SYSTNC kind of, yeah,, I think it's probably surprising to a lot of students, because they a lot of times they try to present these types of interviews as if they're spontaneous and conversational, but in fact, there's a lot that goes into them ahead of time.,I would say the other thing I-I didn't expect is,on the morning talk radio shows on the ask me to really speculate on my findings and the implications for health care reform.,And, you know, that that was a curb ball question to me, but, um, I think it's important not to, um, speculate too much, and kind of bring it back to the message.,So kind of thinking ahead of time, if if you get a curb, all question, kind of figuring out, how are you going to get it back to your message?,Not really go beyond the conclusions or your paper and and speculating too much about what what the overall and the big picture implications are, I think that's important.,So, um, so the next question is, what would you do differently to prepare for your next interview?,So you've all done a number of interviews.,Uh, now you at some point, did you go back and sort of revise your process a little bit based on your early experiences?,And I think you, you know, um, get slightly better at handling some of the questions.,And sometimes one of the things that I plan for now is to actually create that bridge.,When people ask you the question, that's not that you don't want to answer, ,you figure out how to bridge it back to the question you hoped you were asked, and the question you do want to answer.,And and so, you know, having that bridge is is useful.,Um And then um, um. The other thing is, you know, early on, I had a script that was written, and it's useful to have a script that's written, um, I try to not have it be scripted now.,Uh, but practice, practice the things I want to say ahead of time.,I think one thing that's hard to do is, uh, you have your bullet points.,It's very easy to say your bullet point and keep going, because there's a pause in before the interviewer asked the next question.,And I think if I were to keep doing this, is to just say your bullet point, get the interview to ask the next question, because then you can start rambling for a long period of time. And that does sound a little bit awkward on the radio.,And as a sometimes, someone who does interviews A-A lot, I actually like sometimes when the I will pause, ,because I do like it when the scientist rambles on and will you sometimes get some interesting material.,So that is a strategy that, you know, a journalist will use try to get something more organic from you.,I think also talking with the print media, you have to keep in mind that they're writing or tying really fast,, and it helps if you pause and, um, talk really slowly, and, um, ,some of them taped the interview, which I thought was really useful, because for their own and purposes, they could get the quotes right.,But particularly, they're not typing. ,You just need to be very cognizant of the fact that that if you want them to get your quote right,, you really have to talk slowly and take lots of breaks and kind of say a sentence and wait a 2nd, and then he'll write down the next sentence.,That's a good point. Yeah. Some of them are turning on the flag.,Yeah. One more tape that I think is, yeah, going to be helpful for me in the in the future.,And I haven't done it yet.,But is it? A lot of times, the what people take away from your interview, and from that, ,the journalists as well as the people who are the audience, is the very last point that you're making.,So to prepare a real sort of takeaway that you want to end on that note, and and have that be the main point, ,so that it's not, it's not a qualification or a limitation,, but really the the main point that you want to have five people remember making sure you get across that take home message, and knowing ,what exactly your take home message is ahead of And you've all given a number of tips already.,But if you had to give tips to sort of young scientists who might be embarking soon on their 1st interview, you've already hit upon some of those.,But there's their additional advice or tips that you'd give them.,Sorry. One thing is um as a scientist or researcher, you're, you know, your study intricately in all the fine details. And if you're explaining your study to the general media, I think one thing, one trick you can do, is imagine like you're having a conversation with your Uncle Bob.,You know who you're trying to tell your Uncle Bob, this is what I did with my time, or the last six months, this is what we found.,keeping in mind your audience with me, that very general is a good idea.,In fact, even both of them mention doing mock interviews.,I think there's been a useful and helpful so, especially early on, it's, it's a very useful exercise I do, and especially with someone who is perhaps not A-A fellow scientist.,But yeah, I'm on somebody a little bit more late.,And were you happy,with the final outcome? Maybe, with maybe there were good experiences and bad experiences that can you talk either,about a good experience or a bad experience, where the final article or the radio show came out,as you'd hoped, or maybe it didn't quite come out as you'd hoped, and what were the though at the issues?,Chris, like, I,want to jump in. I know you've had mixed experience recently.,Yeah, well, I did an NPR radio talk, so I did an NPR radio talk show, and, um, I-I-I, there were two other, um, um, discussions on the, um, the the radio show.,And so I presented my my findings, made a couple um points, and then I was actually very happy that the that,, you know, they were kind of debating things that were perforated to my study, but not exactly what my study was about.,In fact, my study could not answer that question.,So I was very happy that there were people who wanted to debate it, because it really wasn't something that I was going to debate, because it's not what my study was about.,So I was happy that so I had asked the the npr interview what we were going to talk about, ,who the other discussions, and let him know that, you know, I'm going to talk about my study, but not about kind of issues related to but not about my study.,So that was a good experience.,Oh, good. Any other good or or bad experiences?,Um, you know, I've had, I've had a, so I've had at least one interview where the the printed piece that came, uh, subsequently to that, you know, grossly misrepresented, um, the article. And, you know, I don't know if there was hardly lack of clarity on my part, but, uh, you know, certainly felt like there's something there.,There are lots of pieces like that that you don't necessarily want to have out there sort of covering your article.,Did you think of it? Anything you could have done differently after that one that could have changed that experience or not to any I mean, I think, you know, ,so part of the reason was that the, the reporter really wanted to have to know very detailed, uh, ,issues about about the methods and how the numbers were derived and and, you know,, and I think there's a difficulty in communicating that, both because, you know, I wasn't prepared, ,and also because it's, I think it was very difficult sometimes to convey a lot of these sort of concepts in a very, sort of easy way.,Um, so, you know, I don't know exactly what I could have done, but, you know, perhaps ask her to review the article ahead of time.,Pray, you know, to make sure that these are hobbies are accurate.,That's a good point you bring up, because a lot of times you don't have an opportunity to review.,Didn't they want to comment on?,And have you ever had an opportunity review where most of them have not?,You've not had an opportunity? Yeah.,Most. I always offered and be like, if you want to send me bits of it to check or do some back check, I'm happy to help.,But rarely did they take me up on it.,Occasionally, someone would send me a clarification, like, did I get this correct?,And so I really appreciated that.,I think it brings up a point.,Is, you can't, you can do your best, you know, you know, I had the same one page talking point with every person I talked to, and the articles had various different takes on it.,So, you know, you um, do your best, but you don't know what.,You don't have control. This is what, you know.,This is they're writing about what you did.,You're not writing about it, right?,Good. And I think, I think, if you do have the opportunity to review it, you should ask for it. And, um. And then also with with developing the press release that goes and and what um.,The journalists use a lot of times to get quotes for for their article.,Just making sure that you're very comfortable with whatever you were the press release in the revision process, before the interviews even begin.,It is very help The press release really does control a lot of the media message.,So if you have an opportunity to do a press release, that can help to sort of shape the message that the media fix up.,And do you think this is sort of a related question, but do you think that there's that that the media outlet that you interviewed with accurately captured the taco messages?,Obviously there were instances when you did not think that in general, does the media do a good job?,Or or you have more good experiences and bad experiences mixed mixed back.,It's hard to make generalizations. Yeah, yeah, it varies.,Yeah. So, you know, with with, uh, with Jamma, they actually hired a sort of freelance of video company to come and do the interview.,And so when, when it's motivated by the journal by and large, ,they'll do they'll do a very thorough job and understanding the article ahead of time, asking questions the highlight aspects of the research.,And so, you know, the final product that was, you know, very well captured.,And if I could just get a quick closing point from each of you, they're running out of time here, so I'll let whoever wants to take it 1st with,one kind of parting message for, again, young scientists who might be getting published soon and and getting some request for interviews.,Think one is is getting to meet your,press officer, or whoever is going to write your,your press release, at the moment that you know, your papers accepted to the journal, and giving them some advanced time and notice.,And then that way, they get in touch with the journal and find out when the paper's going to come out, ,instead of having a rough, you know, a rush job right at the end, you know, when your proof gets accepted. I think it's key. And I think the 2nd thing is is really just having, yeah, all the things we've talked about with preparation,, with mock interview, having bullet points, and then really tailoring your message to a smart individual who's a non expert, maybe at the level of a family member, ,and as if you're communicating with them.,I think it's helpful. Great. Thanks.,Good. I think we've brought up a lot of good, um, suggestions here, and it's a, you know, good opportunity to explain your research.,And so if you're getting about to get published, congratulations.,And to use that opportunity to be able to explain your work, yeah, the the being interviewed by the medias is a good thing in the end.,Yeah, yeah, good. Right. So, yeah, no, it's, you know, it's, it's really, it's your opportunity to speak with the world and explain your the world.,And, you know, it's both challenging and at the same time rewarding.,And, you know, the media sometimes has a life of its own.,And so what the final product of of of your work?,Um, you know, it's partly in your control, and you want to make sure that you come across, your message, comes across as actively as possible.,But some of it is just about the our, our world in a free, press repressed kind of society.,Great. So I just want to thank my panel, doctor Delgado, doctor Smith Spangler and Doctor Ben David, for being here today.,You provided some wonderful information for audience.

好吧，所以在下一个模块中，我们将讨论接受媒体采访的问题，我今天和我在一起，我要和我以前的三个学生谈一谈。他们都做了一些非常有趣的研究，这些研究被普通媒体所报道。因此，无论是在电台还是在印刷媒体上，他们都有过必须接受采访的经历，他们会告诉你一些关于他们的经历并给你一些小贴士，因为如果你最终被发表，那么你们当中很多人都会这样做，特别是如果你发表在备受瞩目的期刊上，那么在你职业生涯的某个时刻，想要接受采访的媒体人士很可能会联系你。所以你必须做好一点准备。所以今天我身边有三个我以前的学生。我只想给他们做一个简短的介绍。所以这是KitDelgado博士。他是斯坦福大学的急诊医学讲师。我有斯坦福大学医学讲师克里斯特尔·史密斯-斯潘格勒博士和斯坦福大学医学助理教授埃兰·本达维德博士埃兰·本达维德博士。我只想向你简要介绍一下他们的每项研究以及他们在媒体上的经历。在我们前进的过程中，他们会告诉你更多关于它的信息。因此，Kit实际上在2010年的《急诊医学年鉴》上有一篇关于使用预防服务的论文，即人们在急诊室接受预防性护理。这引起了媒体的广泛关注。他接受了许多电台采访，包括健康电台的采访，实际上就在2012年的上周，他在《医院医学杂志》上发表了一篇关于患者从急诊室转移到重症监护病房的文章。为此，他接受了斯坦福新闻社的采访。因此，他最近有一些面试经历。2010年，CrystalSpangler-Smith博士在《内科医学年鉴》上发表了一篇关于钠减排策略的论文，多家媒体都对此进行了报道。最近，《内科医学年鉴》上有一篇关于有机食品的2012年论文，这是人们感兴趣的热门话题。不少媒体都对此进行了报道。她接受了美国国家公共电台的采访。《纽约时报》、《洛杉矶时报》、美国广播公司新闻都谈到了这个问题。所以这得到了媒体的广泛报道，她会告诉你一些关于这个问题的信息。然后是EranBendavid博士。实际上，他在2010年发表了一篇关于非洲抗逆转录病毒疗法的论文，得到了媒体的广泛报道，最近在2012年，他在《美国医学会杂志》上发表了一篇关于美国对非洲的艾滋病救济以及其产生的影响的论文。因此，许多媒体都报道了这一点，《洛杉矶时报》、《华盛顿邮报》也提到了美国国家公共电台。因此，他最近还接受了多次采访。因此，我首先要让你们了解一下媒体是如何了解你们的作品的。因此，我向小组提出的第一个问题是，如果你知道的话，你是怎么知道的，他们采访你的媒体是怎么样的，或者他们的人数，他们是如何得知你的作品的？所以我会让任何想回答这个问题的人加入。好吧，斯坦福大学的新闻办公室写了一份新闻稿，我认为，对于大多数出版物来说，如果你想让他们发布新闻稿，他们都会和你合作。因此，他们在起草新闻稿时提供了帮助。我相信一些主要期刊也有新闻稿。对。Eran，JAMA有没有发布过关于你的新闻稿？是的。因此，JAMA发布了一份新闻稿。此外，我们现在已经与新闻办公室建立了关系。与新闻办公室建立这种个人关系总是件好事。而且，每当有文章发表时，你可以提前通知他们，他们将发布斯坦福大学的新闻稿。通常，尤其是在更引人注目的期刊中，他们有自己的新闻办公室，他们会发布自己的新闻稿。对。与你所在机构的新闻办公室建立关系通常是件好事，因为他们通常会允许你查看新闻稿并帮助你撰写你没有得到的信息，正如我们稍后将与独立媒体讨论的那样。那么，一个非常重要的问题，一旦你知道自己将要接受面试，你做了哪些准备面试呢？你采取了哪些措施来做好准备？我会见了T.L.Panabaker，她是我们研究中心的媒体关系人员，她假装自己是广播电台的采访者，这对于想出我想在广播中传达的声音片段非常有帮助。然后我做的第二件事是，就在面试之前，我写了一份长达一页的文件或要点，我想传达这些要点，说明什么是带回家的消息，我们做了什么，然后还有一些额外的细节以防他们问这些问题。对于电台采访，你真的需要做好准备，因为你正在做，是直播的，或者至少是你所说的话马上就会变成现实。是的，它已经直播了。是啊。好吧，所以你真的必须做好准备。是的，我做了类似的事情。我会见了我的资深作者，我们和新闻办公室一起制定了我们想要简洁地传达的关键要点，这些要点确实很有用。就像他有一份一页的文档逐字写出来一样，只有几句话，所以，你真的想正确地引用你的话，我知道有时候我只是在谈话中就会停止或者没有完整的句子，但你希望句子是完整的，经过深思熟虑。所以我认为在里面放一个长达一页的文档非常有用，他们要求他们提醒你是否还有其他要添加的内容。对。有很多事情值得提前考虑。那种媒体，无论是广播还是电视，还是仅仅是印刷媒体，其含义都可能大不相同。所以我接受过一次电台采访，几乎就像早间脱口秀节目一样，主持人差不多就像我早上听的那样，但更严肃。事先，我们的新闻办公室代表对这个人做了一些背景调查，告诉我他可能会问几个有点偏离的问题，但是，是的，有点不准确。因此，特别是对于这类面试，重新确定自己的演讲要点非常重要，而且你可以随时将问题带回演讲要点。因此，做好准备将非常重要。有时候你可以提前提问，知道人们会问你什么，然后再问一遍。因此，准备好回复会很有帮助。你也可以询问他们是否要报道一个特定的角度，比如文章的角度是什么，你可以了解这个问题，而且，正如你所提到的，如果你能稍微了解一下你将要和谁一起接受采访，那么你可能会知道他们可能会问你什么，这很有用。因此，您只需要记住，您比其他任何人都更了解自己的话题。所以你就会知道答案了。这只是确保你能非常清晰地传达出来的问题。你们两个有没有练习过也和任何人做过模拟面试？是的，所以我做了模拟采访，实际上有人给我拍照，因为我的一次采访是视频采访。因此，你的身体姿势和身体姿势会有所不同。我要说的另一件事是，与当地新闻办公室的关系很重要，因为他们有时会筛选那些想进来采访你的人。而且你知道至少可以有人仔细考虑你的面试是否值得做。因此，有时候你可能想拒绝面试？特别是我敢肯定，对于广为人知的文章可能会让人不知所措。是啊。是的，Crystal's的报道相当广泛。因此，你可能不得不为了时间而拒绝一些采访。是的，因此，一旦发现人们非常感兴趣，斯坦福大学的新闻办公室就处理了所有请求，并帮助对我应该优先考虑哪些请求进行了分类。太棒了。非常好。不错。因此，进行了大量的研究和准备，听起来所有这些都涉及到这一点，这对学生来说是有好处的。下一个问题是，这次经历中最令人惊讶的事情是什么，也许是你第一次接受采访的经历，有没有你没想到的结果，无论是好事还是坏事？我想你没有意识到的是，它很快就结束了。你知道三到四分钟的面试，面试官在设置问题时至少要说两分钟，所以你实际上只有大约一两分钟的时间来表达你的要点。它实际上可以归结为大约一两条带回家的消息，也许还有一两句关于你在学习中实际做了什么的句子。所以我认为这可以追溯到真正将你的信息磨练到那个要点上，在你不知不觉中，采访就结束了。我同意你必须非常简洁，或者至少考虑一下你将有多少时间。特别是对于电视来说，你几乎没有时间表达自己的想法。它非常非常有限。对。我还要说这不是一次非常即兴的经历。因此，总的来说，你的信息是提前准备好的，而面试官有时他们只想听到的就是那个声音中的信息。因此，这不是你探索和讨论的机会。再说一遍，这是一种非常简洁的体验。是的，这可能让很多学生感到惊讶，因为很多时候他们试图将这些类型的访谈当作自发和对话式来呈现，但事实上，他们提前做了很多事情。我想说的另一件事我没想到是在我正在看的早间脱口秀节目中，他们让我真正猜测我的发现以及对医疗改革的影响。对我来说，这是一个曲线问题。但我认为，重要的是不要猜测太多，而是要把它带回信息中，所以如果你有一个曲线球的问题，想出如何把它带回你的信息中，那就要提前思考。除了你的论文的结论，过多地猜测大局的含义之外，别无其他。我认为这很重要。因此，下一个问题是，为了准备下一次面试，你会做些什么不同的事情。所以你们都做了很多次采访。现在，在某个时候，你有没有回过头来，根据你早期的经验稍微修改一下你的流程？我想你在处理一些问题方面会稍微好一些，有时候我现在计划的一件事是，当人们问你不想回答的问题时，你想出如何将它与你希望被问到的问题和你想回答的问题联系起来，真正建立起那座桥梁。因此，拥有那座桥非常有用。然后另一件事是，你知道，我很早就写了一个脚本，写一个脚本很有用。我现在尽量不要把它写成剧本，而是要提前练习我想说的话。我想有一件事很难做到，那就是你有要点。说出你的要点然后继续前进很容易，因为有点停顿，在面试官问下一个问题之前，我想如果我要继续这样做，那就是说出你的要点，让面试官问下一个问题，因为这样你就可以开始漫步很长一段时间，在广播里听起来确实有点尴尬。作为一个经常接受采访的人。其实我喜欢有时候我会停下来，因为我确实喜欢科学家们稍微漫步一点，有时候你会得到一些有趣的材料，所以记者会用这种策略来尝试从你那里得到更有机的东西。我认为，在与印刷媒体交谈时，你必须记住，他们写作或打字的速度非常快，如果你停下来慢慢说话，那会有所帮助。他们中的一些人录制了采访，我认为这真的很有用，因为出于他们自己的目的，这样他们才能把报价弄对了。但是，特别是如果他们没有录音，你只需要非常清楚这样一个事实，那就是如果他们想让他们把你的报价做对，你真的必须慢慢说话，休息很多时间然后说一句话等一会儿，然后他们就会写下下一句话。这是个好观点。是啊。是的，他们中的一些人正在即时服用。我认为还有一个小贴士将来会对我有所帮助，除了我的计划之外，我还没有这样做。很多时候人们从你的采访中学到的东西吗，记者和听众是你提出的最后一点。因此，要准备一个真正的要点，你想以那个音符结尾，并以此为重点。因此，这不是资格或限制，而是你想让人们记住的要点。不错。确保你能听懂那条带回家的消息，并提前知道你对信息的看法到底是什么。而且你们都已经给出了一些小贴士，但是如果你必须向可能即将开始第一次采访的年轻科学家提供小贴士，那么你已经找到了其中的一些小贴士。但是你还有其他建议或技巧可以给他们吗？有一点是，作为一名科学家或研究人员，你对自己的研究和所有精细的细节了如指掌，如果你向普通媒体解释你的研究，我认为这是一回事，你可以做的一个技巧就是想象自己在和鲍勃叔叔交谈。你想告诉你的鲍勃叔叔，在过去的六个月里，我就是这样处理自己的时间的。这就是我们发现的。而且，如果你设想那个人，那么你就会开始丢掉很多科学术语，真正归结为非专业人士能理解的主要信息。记住你的受众让它变得非常笼统是个好主意。是啊。事实上，他们俩都提到了做模拟面试，我认为这既有用又有帮助。所以你很早就知道，这是一项非常有用的工作，特别是对于一个可能不是同行科学家而是更外行的人来说。你对最终结果满意吗，也许有好的经历和糟糕的经历？你能否谈谈最后一篇文章或广播节目如你所希望的那样发表的好经历或糟糕的经历，或者可能没有像你所希望的那样完全出来？问题出在哪里？Crystal，你想跳进去。我知道你最近的经历好坏参半。是啊。是的，好吧，我做了一个美国国家公共电台的电台脱口秀节目，广播节目里还有另外两位讨论者，所以我陈述了我的发现，提出了几点观点，然后我真的很高兴他们能辩论与我的研究无关但不完全是我的研究的内容。事实上，我的研究无法回答这个问题。因此，我很高兴有人想就此进行辩论，因为这实际上不是我要辩论的问题，因为那不是我的研究目的。所以我很高兴。所以我问了美国国家公共电台的面试官我们要谈什么，其他讨论者是谁，并告诉他我要谈论我的研究，但不谈论与我的学习有关但不涉及我的学习的问题。所以那是一次不错的经历。是的，不错。还有其他好的或坏的经历吗？我至少接受过一次采访，随后的印刷品严重歪曲了这篇文章。而且我不知道我是否有部分不清晰度，但肯定感觉里面有很多这样的文章你不一定想在那里报道你的文章。你有没有想过在那之后你可以做些不同的事情，这些事情本来可以改变这种体验或者不会有太大的改变？部分原因是，记者真的很想知道有关这些方法以及数字是如何得出的，非常详细的问题。而且我认为传达这个问题很困难，这既是因为我还没有做好准备，也是因为我认为有时候很难用一种非常简单的方式传达很多这样的概念。所以我不知道自己能做什么，但也许可以请她提前查看这篇文章，以确保这些文章是准确的。这是你提出的一个很好的观点，因为很多时候你没有机会回顾。有人想评论一下你有没有机会评论或者其中大多数你没有机会评论吗？是的，我一直主动提出，如果你想把它的一部分寄给我检查或者做一些回头检查，我很乐意提供帮助，但他们很少带我去做。偶尔会有人给我发个澄清，比如，我答对了吗。所以我真的很感激。我认为这提出了一个观点，那就是你可以尽力而为。我与之交谈的每个人都有相同的单页谈话要点，文章对此有不同的看法。所以你尽力去做，但你无法控制。他们在写你的所作所为，你不是在写这篇文章。对，很好。是的，我想如果你有机会回顾一下，你应该提出要求。然后，在撰写一份新闻稿时，记者经常使用什么来获取文章的报价，只要确保你在采访开始之前就对新闻稿的每一个字都非常满意，就非常有帮助。是的，新闻稿确实控制了很多媒体信息，因此，如果你有机会发布一份有助于塑造媒体所接受信息的新闻稿。这是一个相关的问题，但你认为你采访的媒体准确地捕捉了带回家的信息，显然在某些情况下你不这么认为？总的来说，媒体做得好，还是你的好经历多于糟糕的经历？好坏参半。很难做一概而论。是的，情况各不相同。情况各不相同。在JAMA中，他们实际上聘请了一家自由职业视频公司来接受采访。因此，总的来说，当它受到期刊的激励时，他们会非常彻底地理解这篇文章，然后再提一些突出研究各个方面的问题。因此，它的最终产物被很好地捕捉到了。如果我能从你们每个人那里得到一个简短的闭幕点。我们在这里的时间不多了。因此，我会让任何想先听懂的人，再说一遍，向可能很快就会发表论文并收到一些采访请求的年轻科学家传达一种离别信息。我认为，当你知道自己的论文被《华尔街日报》接受并提前给他们一些时间和通知时，人们就会见到你的新闻官员或者任何准备写你的新闻稿的人，然后他们就可以与期刊取得联系，了解报纸何时出版。我认为与其匆忙工作，不如在最后你的证据被接受时，这是关键。我认为第二件事实际上就是把我们在准备工作中谈过的所有事情都写成模拟面试，有要点，然后真正为一个非专家的聪明人量身定制你的信息，也许是家庭成员的层面，好像你在和他们沟通一样，我认为这会很有帮助。当然，我们在这里听到了很多很好的建议，这是解释你的研究的好机会，因此，如果你即将发表文章，恭喜你，并借此机会解释你的作品。是的，接受媒体采访最终是一件好事。是的。因此，再说一遍，这确实是你与世界交谈并向世界解释你的作品的机会，这既具有挑战性，又是有意义的。媒体有时会有自己的生活。因此，你的工作的最终产品是什么，它在一定程度上由你控制，你需要确保你的信息尽可能准确地传达。但其中一些只是关于我们在新闻自由社会中的世界。太棒了。所以我只想感谢我的小组。德尔加多博士、史密斯-斯潘格勒博士和本达维德博士今天来到这里。您为我们的观众提供了一些精彩的信息，感谢大家的收看。