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Talking to Journalists about Your Research

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Many physicists have the opportunity to speak to members of the media from time to time. A journalist may want to ask about your work, or they may be in search of expert comments on the work of others in your field. I will offer some thoughts on ways to prepare for various types of interviews. I will also suggest some things you should always try to bring up in an interview, and others that you might want to avoid entirely. Finally, I will talk about what you can do when a reporter gets it wrong.