

In the Spotlight physicists as sources and subjects

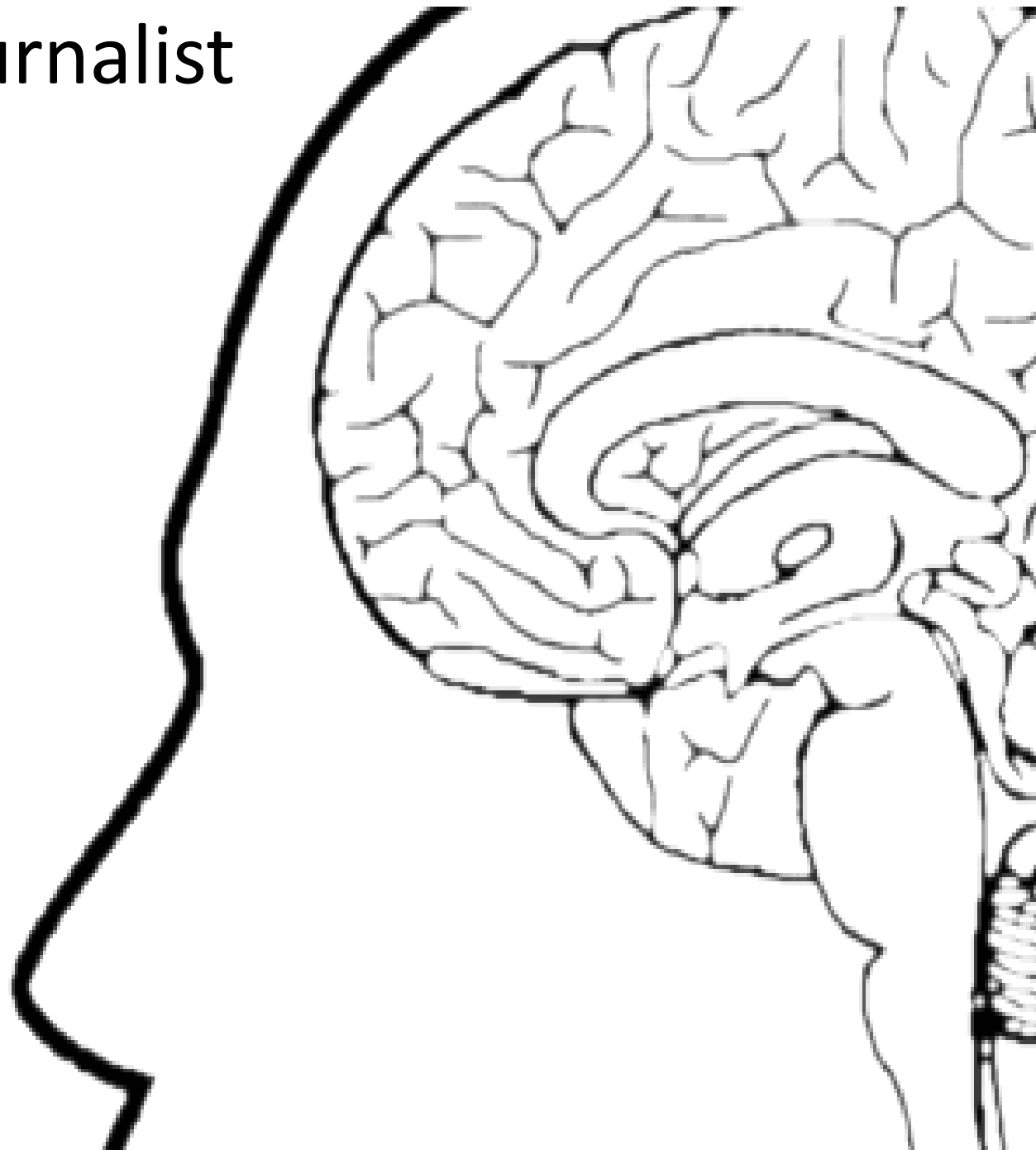
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What's it all about?

- What the journalist might have in mind
- What questions he/she will ask
- What answers he/she will expect
- The three dimensions of an interview
- Glimpse behind the scene
- Best practice

What the journalist has in mind

- A. Publication
- B. Editor
- B. Audience



Questions and answers



What the journalist expects	What the scientist expects
<p>News</p> <p>Answer to the big Ws: Who? Why? Where? With whom? For what? What costs? How does it work?</p> <p>Explanations that are easy to understand for the audience</p> <p>Short sentences / easy to edit</p>	<p>Explain the context, finding last</p> <p>Message</p> <p>Mention all colleagues and institutions that took part</p> <p>Correct explanations that will not be criticized by colleagues</p> <p>Everything that is important has to be said</p>

The 3 Dimensions of an interview

- Statement or background
- Interview for Printmedia
- Interview for Radio/Podcast
- Interview for TV/ Multimedia



Behind the scene

- Good feeling, welcoming body language
- Show interest, Fascination to encourage passion
- Asymmetrical dialog
- Ask the questions the audience might ask
- Ask questions spontaneously
- On and off the record

Best Practice

The Interview is....

- supposed to make you curious
- answering the questions that come into your mind
- aiming somewhere
- is so entertaining that you want to see/listen to it to the end

Recommend:

- Audio interview on npr fresh air with Brian Greene
- TV Interview Charlie Rose and Lisa Randall
- TV Interview Tavis Smiley and Kaku