TOP I PS FOR PROMOTING YOUR RESEARCH

Speaking to the media

Have you just been invited to speak to the media? Stay calm - here are our top tips for talking to the press and coming across as genuine and authoritative.

Have some water handy in case

Prepare answers to any potential unrelated questions you might be asked, for example about something in the news at that time, the University or higher education more generally. The press office can help brief you on public statements.
- make it relevant to them;