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

<table>
<thead>
<tr>
<th>What the journalist expects</th>
<th>What the scientist expects</th>
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</thead>
<tbody>
<tr>
<td>News</td>
<td>Explain the context, finding last</td>
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<tr>
<td>Explanations that are easy to understand for the audience</td>
<td>Mention all colleagues and institutions that took part</td>
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<tr>
<td>Short sentences / easy to edit</td>
<td>Correct explanations that will not be criticized by colleagues</td>
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<td></td>
<td>Everything that is important has to be said</td>
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The 3 Dimensions of an interview

• Statement or background
• Interview for Printmedia
• Interview for Radio/Podcast
• Interview for TV/ Multimedia
Behind the szene

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