

## Media Dos and Don'ts

**DO** “flag” key points with phrases like, “The most important thing to remember is ...” or “I think the bottom line is ...” or “at the end of the day...”

**DO** speak in easily understandable terms. Avoid jargon if simpler words would do.

**DO** use facts and figures as appropriate to demonstrate your credibility.

**DO** use illustrations and anecdotes to humanize and explain your topic (“enough widgets to fill Yankee Stadium” is better than “575,000 widgets”).

**DO** be sensitive to reporters’ deadlines and tight schedules.

**DO** be engaging, likable, enthusiastic in your approach.

**DO** be yourself. Don’t try to reinvent yourself for an interview—sincerity is well received.

**DON'T** over answer. When you’re satisfied with your reply, stop.

**DON'T** be afraid to pause. Taking a few seconds to think will seem much longer to you than to the reporter or audience, and will make you appear thoughtful and deliberate.

**DON'T** allow yourself to be provoked. It’s important to keep your cool.

**DON'T** “fake” an answer if you don’t know it. Be honest. If appropriate, assure the reporter you will provide the needed facts in a timely manner, or refer him/her to another source. Or pivot to an answer you do know.

**DON'T** assume the reporter knows more about your area than you do. Usually, the reverse is true so keep it simple.

**DON'T** assume the microphone, camera or tape recorder is off immediately before or after an interview. You are still “fair game.” It’s safest to consider your entire interaction “on the record” unless explicitly noted.

**DON'T** lie to a reporter

**DON'T** speak off the record.

## Key Messages

- ESA is dedicated to the responsible conduct of science and the free exchange of scientific knowledge.
  - o Entomologists are showcasing the crucial role of insect science and entomology in improving the human condition, including areas like pollinator health, vector-borne diseases, invasive insect species, climate change, and scientific integrity.
- Insect-borne disease, agricultural pests and invasive species affect everyone.
  - o Entomologists are ready to work with leaders across the political spectrum to find solutions.
- It's simple: government support of science makes American lives better.
- Science is a process, not a product.
  - o Human knowledge is advanced when information is shared, tested and freely debated.
- Insects do not respect national borders.
  - o The best approach for addressing insect-related challenges is through collaborative, international efforts.
  - o Entomologists are working to fight the spread of disease, protect the food supply and reduce the impact of invasive species on populations around the globe.