



International School for Advanced Studies

## What to do in an interview

Researchers are often directly contacted. We kindly request to contact our Press Office, this will allow us to check on the public visibility of the School.

The same applies to those researchers who come across an article on the School, published in a newspaper or in a magazine: also in such cases, please inform our Press Office.

In case of an interview, please follow our code of conduct:

- Be clear and concise, do not dwell too much on technical aspects or on your past activities/articles/awards/acknowledgments, unless you are specifically required to. The journalist will ask you for further information, if needed. Conciseness also helps avoid cuts which could compromise the quality of the interview.
- Try to be as precise as possible in answering questions, do not stray from the main subject or go too much into details on other aspects of the question. The journalist has often gathered enough information before the interview.
- Remember you are having an interview, not a scientific lecture.
- Do not ask the journalist to check the article before it is published: you would question their professionalism. Declare yourself available to be contacted again for further details.
- Accept this: in the article or in the report some technical and scientific information will be imprecise. Unless there are bad mistakes, do not worry: it is only a dissemination article and not a scientific one, for this reason it follows different communication rules.
- Should the journalist need communication material (pictures, films, more detailed information on the School) please contact our Press Office, do not provide such material yourselves: there might be updated versions or formats which are more suitable for the task.
- Let the journalist feel at ease, this will make things easier for both of you. Remember that you will often deal with freelancers who earn from € 10 to 30 per article or report. Avoid postponing arrangements or asking journalists to come to your premises if it is not necessary or not requested.

## Contact details

- Communication Office: [comunicazione@medialab.sissa.it](mailto:comunicazione@medialab.sissa.it)
- Press Office: [pressoffice@sisssa.it](mailto:pressoffice@sisssa.it)