

Tips for reporting evaluation results to the media

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September 17, 2002

For radio and television

- Do not offer exact statistics because the ear cannot track them. People can only hear so much specific information. Try to round the numbers you cite. “The survey found nearly half of...” “A clear majority support...”
- Have the specifics and background available but don’t go into great detail. Make the key point and keep emphasizing it.
- On call in shows, callers may use unsupported statistics to refute your claim. Call them on it and point out the reputable nature of what you are presenting.

For all media

- In news releases, do not offer a great many statistics. They all blur if there are too many. Focus on the key points and build your release around them.
- For quotes, speak more globally about the issue, using the findings as support. Avoid using a lot of statistics in your answer
- Always give the source and timeliness of your stats. It’s the news peg—the reason reporters will use it. “In the August issue of the Wisconsin Medical Journal, a new study finds...”