State your main point in the clearest, simplest language possible.

Some bacteria are good. When the right bacteria dominate your gut, you’re less likely to be diagnosed with colon cancer.

Use metaphors and analogies.

A virus hijacks your cellular machinery to make copies of itself.

The genome is like a blueprint for your body.

Flag important points.

The most important point is ...

Tell them what implications your study could have for people.

This could help us diagnose ovarian cancer earlier, which we hope will increase survival.

Pay close attention to whether the reporter is following you and redirect when necessary.

When will your Alzheimer’s cure come on the market?

We don’t have a cure, these studies were performed in petri dishes ...

Repetition is key.

Vaccination protects the vulnerable!

Vaccination protects the vulnerable!

Vaccination protects the vulnerable!