COMMUNICATION OF
BIOMONITORING INFORMATION
An interview is an opportunity to deliver your message.
Ultimately government needs the media.
Critical reporting in the U.S. grew out of culture and commerce.
I know the answer but what is the message?
The audience determines the message.
A message:

- is affirmative
- is always truthful
- is always accurate
- is easily understood
- explains a fact
The message is the idea or image you want your audience to take away from your communication.
The message should be in plain, everyday, conversational language.
Repetition of the message is pivotal to acceptance and retention.
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