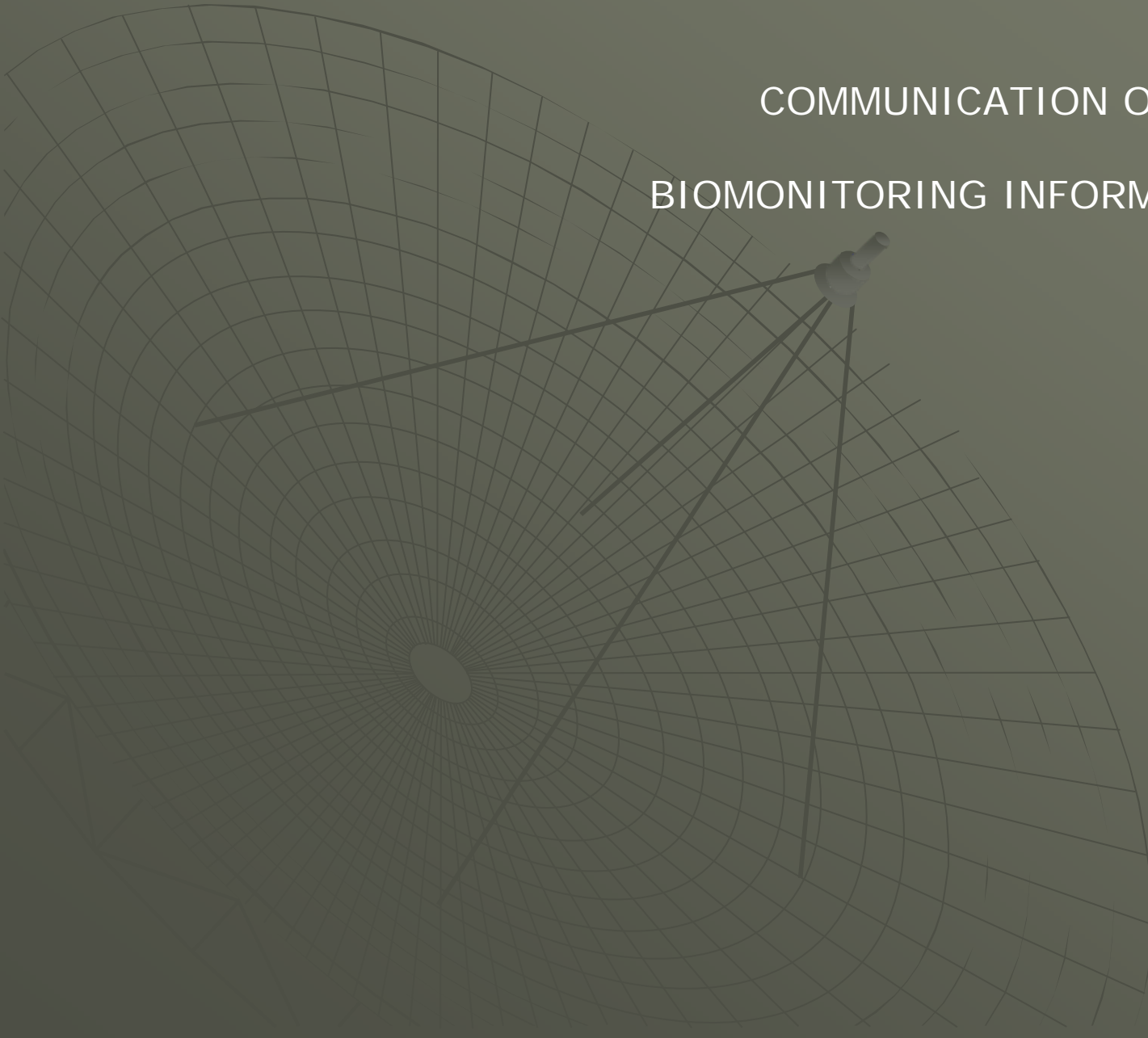



US EPA ARCHIVE DOCUMENT

# COMMUNICATION OF BIOMONITORING INFORMATION





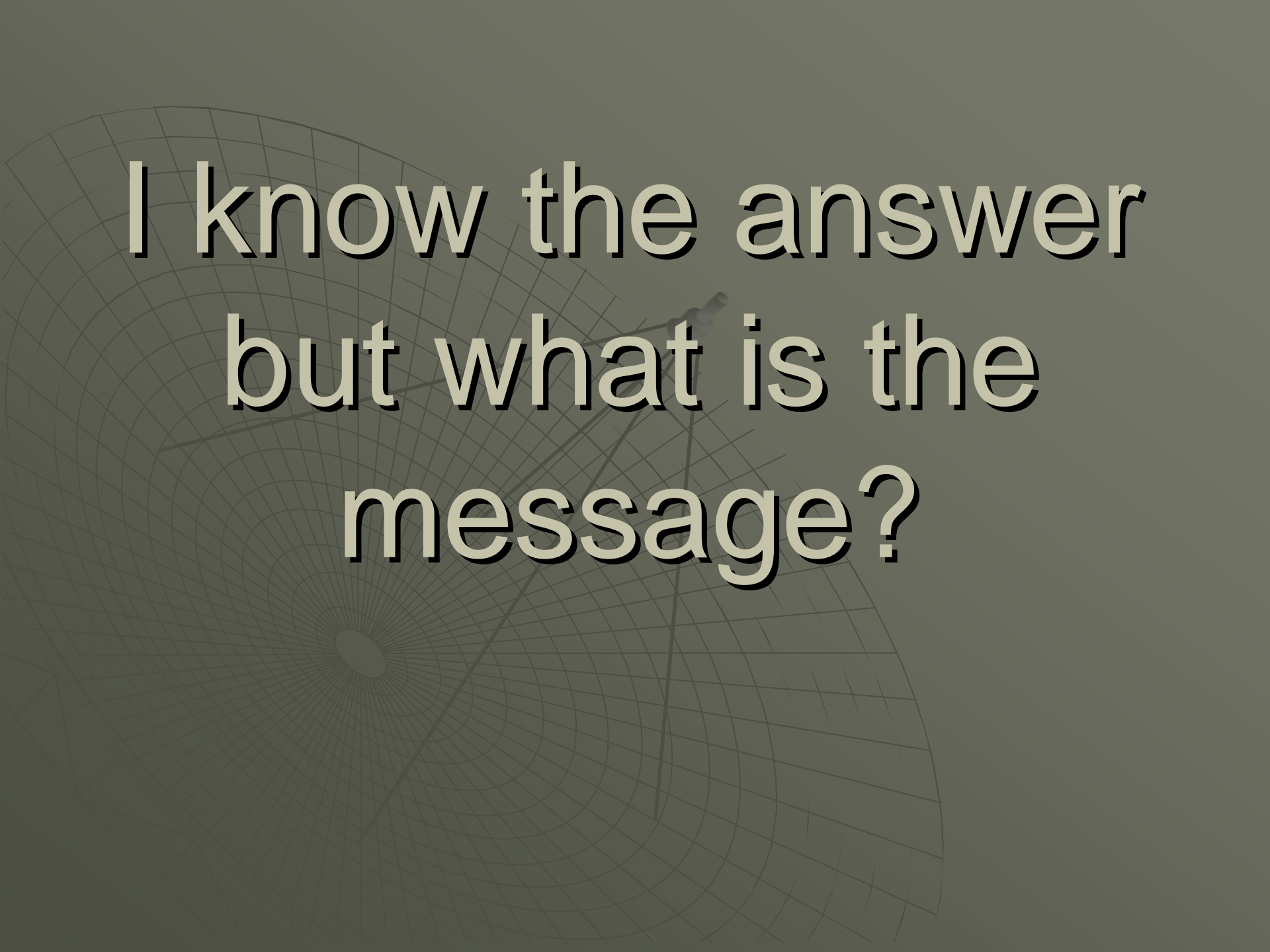
An interview is an  
opportunity to  
deliver your  
message.



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.



An interview is an  
opportunity to  
deliver your  
message.