



Media Training: Interview Basics

This is a brief overview of what the media may be looking for from you during the **2006 Canadian Nationals Cross Country Skiing Championships**. We hope this information will help you understand how the interview process works, so you can prepare yourself for media requests at the 2006 Ski Nationals.





Interviews 101

Why a reporter wants to talk to an athlete or coach.

- Post-event interview: To get their immediate and emotional response to their event and performance.
- Human-interest story: Because some aspect of the athlete's training, sport, personal life, experience, etc. is interesting or out of the ordinary.
- Profile story: The athlete may have gained some recognition. Profiles let the audience find out more about the athlete's routines, hobbies, pastimes, and their life outside of sport.



Interviews 101 (continued)

What to do when a reporter asks for an interview?

- Listen to the reporter's questions.
- Determine if you are the right person to talk to. If not, refer the reporter to the appropriate person.
- Answer in a clear, concise and positive way.





Interviews 101 (continued)

Who is in control of the interview?

The person being interviewed is in control of the interview because she/he is the one with the answers.





Interviews 101 (continued)

How can you better prepare for media interviews?

- prepare and memorize some “key messages”.
- practice mock-interviews with friends and team mates.
- let a reporter’s questions sink in – take time to answer and don’t feel rushed.
- only answer questions you know the answers to.





Interviews 101 (continued)

What if you don't want to answer the reporter's question?

There are some situations where you might not want to answer, nor do you have to. Tell the reporter you are not the appropriate contact and refer them to someone who you feel is able to answer the question.





Interviews 101 (continued)

Do you have to talk to reporters after a disappointing result or event?

- Even after a disappointing finish try to fulfil media requests. This may mean setting a later time and place for an interview.
- Answer questions as clearly , concisely and positively as possible. Be as willing to speak to reporters after a tough finish as you would be after a victory.



Interviews 101 (continued)

Tips for Coaches: Preparing your athletes for interviews after disappointing results or events

- Encourage your athletes to speak to reporters when interview requests are made, even after a disappointing result.
- Be there for your athlete. If they can't do the interview, set another time and location with the reporter that will be more comfortable and convenient for the athlete.
- Remind your athlete that being gracious in defeat and answering reporters' questions at tough times can enhance their reputation.