



RACE FACE UNIVERSITY

HOW TO MASTER THE MEDIA

If you have done interviews with the media:

- How would you rate your performance in the interview/s overall on a scale of 1 – 10 (with 10 being the best): _____
- What did you like BEST about being interviewed? _____
- What did you like LEAST? _____
- What did you learn from the experience? _____

In a post-race interview, who is the first person you want to thank always?

- Your parents
- Your fans
- Your sponsors

Racers are often interviewed right after a spin out or crash that takes them out of the race. If you are upset and lose your cool in the interview, how do you think that will reflect on you? _____

One of the best ways to become excellent at giving interviews is to watch other race car drivers being interviewed. Who have you watched that you think does a great job & what do you like best about their interview style?

If no one from the media is interviewing you, what can you do to get your message out to your fans? _____

What do you think are some of the most important things to remember when being interviewed? Check ALL that apply.

- Be yourself
- Thank your sponsors, fans and others who support you
- Have fun
- Be honest, but think before you speak
- Be interesting; tell short, engaging stories if time allows