



SPOTTER TIPS

VIDEO 6: HOW TO MASTER THE MEDIA

SPOTTER TIP: 1:55 Tailor your interview to the audience who is hearing it.

- ⇒ You will be interviewed by many different sources, so you must gear your answers to that particular audience

SPOTTER TIP: 2:40 Local News Media- Use less tech terms; be more general.

- ⇒ Local reporters are more interested in YOU: how did you get started / what divisions have you raced / what are some stories you can share from your career

SPOTTER TIP: 2:55 At-Track Interviews- Talk about the race and thank the fans.

- ⇒ Since these fans are at the track they will be savvier than the general public so you can talk in more technical terms.

SPOTTER TIP: 3:30 Post-race interviews.

- ⇒ These are usually specifically about how the car handled, how you drove, what the results were and if you were pleased with them.

SPOTTER TIP: 4:45 Include sponsors in first answer in post-race interviews.

- ⇒ This is the BEST way to make sure that you NEVER forget to mention your sponsors.
- ⇒ You also want to thank the fans and maybe even the race promoters.
- ⇒ To give the best interview, make sure you stay away from one-word answers. Be interesting (stories are great to share) and show your excitement and enthusiasm.

SPOTTER TIP: 6:30 Be honest in interviews, BUT think before you speak.

- ⇒ You may get asked for an interview right after a spin out or a crash. Even if you know it wasn't your fault, it isn't smart to verbally rip into another driver. Showing your passion and even frustration is fine, but don't let your anger get you into trouble.

SPOTTER TIP: 9:20 Watch others doing interviews for ideas on style.

- ⇒ Youtube is a rich resource for learning what to do (as well as what not to do) in an interview. Televised races also provide a ton of opportunities to listen to driver interviews.
 - If you can, watch with your parents and talk about the ones you thought were good and those you didn't.
 - You don't want to be just like someone else, but watching others will help you develop your own style that fits you.
 - Pay attention to the way drivers work their sponsors into the interview (Carl Edwards is the master of this!).

SPOTTER TIP: 11:30 Use live social media from the track.

- ⇒ Take charge of your own social media by doing Facebook live (or posting videos taken on your phone)
 - This is a terrific way to engage with your fans.
 - Be sure to mention your sponsor/s in your video.

SPOTTER TIP: 11:53 Share media to your sponsor's Facebook page.

- ⇒ Your sponsors will love you for doing this and the happier you make them, the better.

SPOTTER TIP: 15:50 Relax and have FUN!

- ⇒ Many members of the media come from the racing world and they want you to do well, so just be your friendly self and enjoy the interview opportunities.
- ⇒ Remember: the media can be your best friend or your worst enemy. So, make the most of every interview, learn from your mistakes and you will keep improving.