

# Media Interview Advice

## Tips when facing the media

When you're an athlete and start achieving good results, the media will begin to take an interest in you. This is great news, but it can sometimes be intimidating. It takes time to get comfortable in front of a camera or speaking live on air, but with practice it'll soon come naturally.

### Nine top tips

1. Always be careful about your appearance.
2. Wear appropriate clothing and make sure that the names of your sponsors are visible (but always comply with [Rules 40 and 50](#)).
3. Pay attention to your body language.
4. Always look at the person asking you questions, not at the camera.
5. If you are taking part in a radio interview, warm up your voice beforehand (especially if this is in the morning).
6. Answer using short sentences.
7. Avoid being too critical of judges, organisations or your fellow competitors.
8. You can always ask for the questions in advance if you want to prepare for an interview.
9. Always ask to read the finished piece. Sometimes journalists are reluctant about this, but they are required to allow you to at least read your own quotes.

Treat the media as your friends. You're the one with a story to tell, and the media are keen to hear it. Use their interest to your advantage!