

Media Training

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Silke Tegethof

Athlete Communications Manager



On Communication Goals & Team

Elevate On's profile as a leading performance sportswear brand.

Create awareness for the On brand, On products and our athlete partnerships (OAC and individual athletes) among the running community, fellow athletes and reporters who are speaking to communities around the world.

Cultivate new and existing relationships with important members of the media.

Position On as an important voice that is shaping the sport of running and helping to shepherd the sport into a new, modern era.

Head of Global Communications - Ryan Greenwood

Athlete Comms Manager

Silke Tegethof

Athlete Comms Specialist

TBA

Athlete Comms Support

Nina Lussi

Head of Brand PR EMEA - Grant Goulding

Brand PR Specialist FRA

Romain Gisselbrecht

Brand PR Specialist GBR

Emily Thompson

Brand PR Specialist DACH

TBA

Brand PR Specialist Emerging Markets

Lisa Krage

We strategize.

We cover athlete announcements, news

We plan for communications risks.

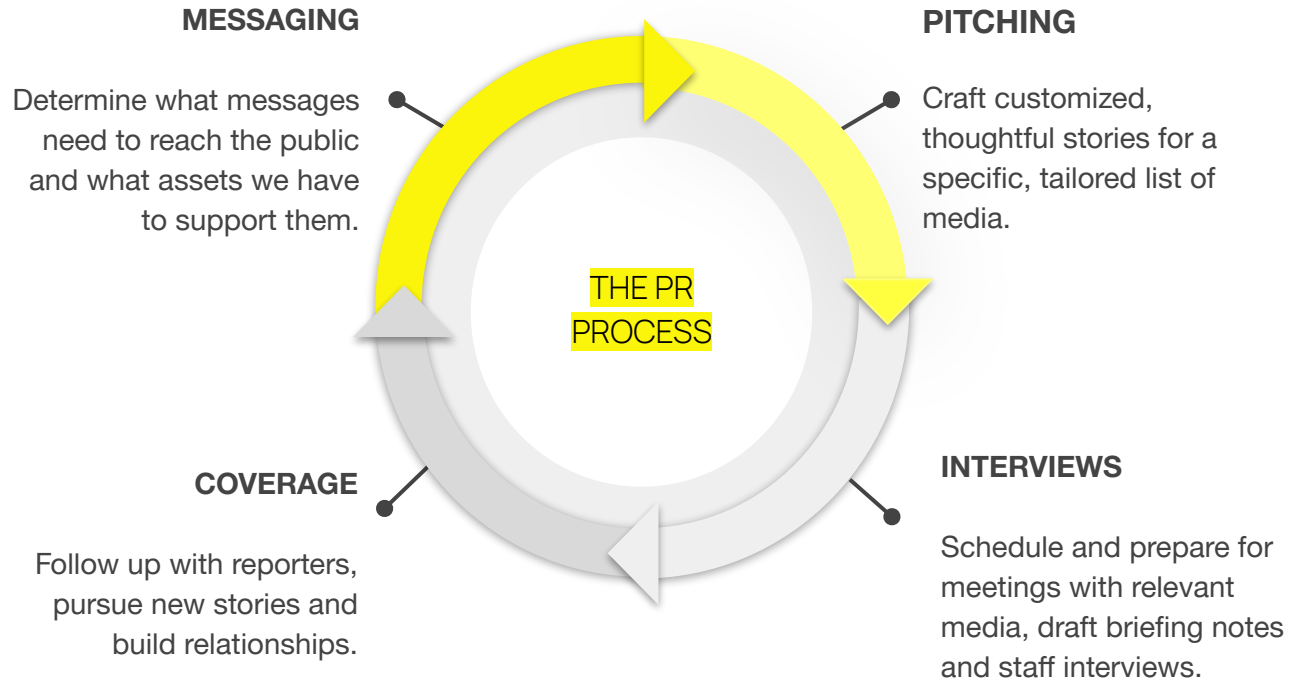
We organise events for media/journalists.

We help organise athlete interviews.

We are the primary contact with media.

We prepare interview prep.

We conduct follow through



As a storyteller you give voice to On's point of view and represent the company.

You share first-person insights based on your experience and passions, and how they converge in your partnership with On.

You provide context and color to a journalist's story.

You are an expert who can educate a reporter on specific subject matter.

You authenticate our efforts and products in the performance running space.

Brand Voice / Tone

The On voice is not a brand voice. It's the voice of a fellow human on a journey of discovery with the reader.

So when you are chatting with media don't be scared to be yourself, to talk about your own experiences, your teammates.

Important points to remember:

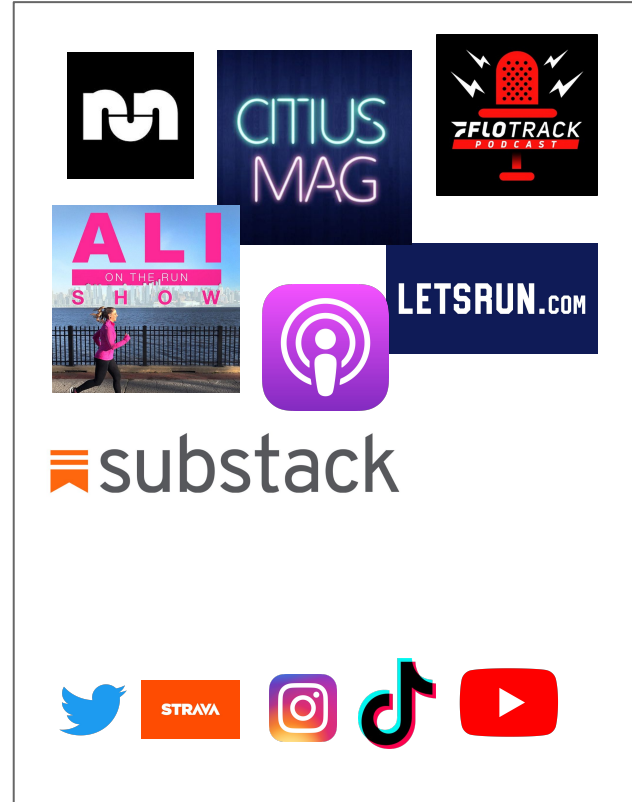
- It's On, not On Running.
- On's Mission: "To ignite the human spirit through movement"
- On slogan: Dream On (not: Run on clouds – replaced in 2021)
- We live, train and compete the right way – we advocate for clean sport-and with respect for our competitors. Avoid naming names, and/or pointing fingers at other athletes.

The Media Landscape

TRADITIONAL MEDIA



NON-TRADITIONAL MEDIA



What reporters look for:

The **RIGHT** story with a balance of

- Interesting content (to their audiences)
- Access / exclusive information
- Relevance: why your achievements and POV matter
- Expertise: real, reliable people with a distinct POV

What brings their stories to life:

- Clear statement of facts
- Illustrative anecdotes
- Specific examples
- Strong quotes



What is quoted:

- Everyday language
- Crisp, bold statements
- Analogies, similes, metaphors, specific examples
- References to pop culture
- When speaking about products: emphasize your benefits, not technical features

What is not quoted:

- Complex language
- Excessive detail, facts that don't mean anything to readership/audience
- Jargon / abbreviations
- “Marketing language” (slogans, mission statements etc)

Interview Tips & Tricks

Event interviews

- Often short, few sentence statements or a limited number of questions only.
- Conducted by media before and/or after your race at the event venue (e.g. winner interviews at the finish line, mixed zone interviews, press conferences)
- Can be on-cam TV/video interviews, radio /audio interviews or conversations with written media (often recorded on phone)
- Topics are sports-focussed
 - Expectations, plans and tactics for the day
 - Reactions after race
 - Special situations: e.g. coming back from injury





Sit-down interviews

- Agreed-upon time and place, in person or online, journalist and athlete meet in a quiet spot for a recorded, in-depth conversation.
- Often longer interviews of about 30 min to 1 hour.
- Spanning a wider variety of topics (e.g. career path, important competitions coming up, personal viewpoint on specific topics, private life).
- Require more preparation, often athlete receive prepared interview briefings with a list of talking points from their PR team.

- **Be authentic, be yourself.**
 - Always try for a conversation with an atmosphere that feels natural
 - Let your personality shine through.
 - Don't be afraid of emotions: If you are very disappointed with your performance, you are allowed to show it. If you'd like to treat a situation with humor, do it.
 - Journalists are likely to notice if you are trying to “play a role”

- **Eye contact**

- As in a real life conversation, try and make eye contact with the journalists.
- Avoid looking into the camera directly unless you have been instructed to so do.

- **Foreign-language interviews**

- Don't be afraid to make mistakes while speaking English. Nobody expects perfection, we are not in a classroom. Just talk.
- You can pre-plan answers to the most common questions and will get better with experience.



- **Be prepared**

- Know the outlet and reporter
- Know the audience
- Know how you fit into the story
- Define your most important messages
- Know your talking points
- Know which topics to avoid

The On Team is here to help!

For interviews on behalf of On, the On Athlete Comms / Brand PR Team is here to help you prepare and will compile these facts for you in an interview briefing.

We are here to ensure that you are comfortable in all situations.

How reporters can go after getting information from you:

- Rapid fire questions
- Pushing your buttons
- Sceptical / hostile questions
- Silence
- Interruptions
- Appearing uninformed
- Get you comfortable, so you forget it is an interview

To keep in mind:

- Reporters are normally not “out to get you” but want to get a good story.
- There is no “off the record”: everything you say to a journalist can be used
- Even if it doesn’t feel like an interview but a normal conversation, all information you give can be used.

In sit-down interviews, **you want to hit all of your talking points** and get your message across.

- **Do your research.** Read briefing notes, prepare for possible questions.
- **Define your ideal story.** What do you want the journalists to take away? Then give them the material + context (key messages and talking points) to achieve it
- Give descriptive detail. **Think in terms of anecdotes.**
- **Use verbal signposts to flag important points.** Summarize what you've said, especially at the end if the reporter asks you if you have anything else to add.
 - *“The important thing to note is...”*
 - *“What this boils down to is...”*
 - *“What this ultimately means is...”*
 - *“One thing to remember is...”*



Your job is to deliver the right information, not to answer every question you're being asked. You always have the option not to answer a question.

- **Take your time to answer and consider consequences:**
 - *“That’s an interesting question, let me think on this for a moment.”*
- **Be direct if you can’t answer something:**
 - *“I’m not the expert on X, but what I can tell you is...”*
 - *“I can’t speak to that, but it might be helpful if I tell you about...”*
 - *“I’m no sure about that but I do know is ... “*
- **Offer to follow up later**
 - *“This is an interesting question. I don’t have an answer to that right now but I am happy to follow up with you on this after the interview.”*



There may come a time when you're asked a question you really **don't want to answer**.

- **Block** the question + use a **bridging** technique to refocus the conversation back to our talking points/key messages:
 - *“What’s important to remember is...”*
 - *“That’s a great question; the way we like to think about it is...”*
 - *“Well, we think the bigger issue is...”*
 - *“There is another thing to consider here...”*
- **Humor/personality helps**
 - Answer with a smile, wink or laugh
 - *“Of course I cannot give away all of my secrets but what I will say is...”*



The **end of the interview** is one of the most important moments of the meeting.

Typically, reporters will ask: *“Is there anything else you’d like to add?”*

- This is the time for you to **reiterate your top 2-3 points**, share additional messaging that hadn’t been covered.
- If you really feel like everything was covered, **thank the reporter for their time** and tell them you’d love to keep in touch for relevant stories in the future.



Body, hands & face

- Stay engaged throughout the conversation and aware of your facial expressions.
- Eye contact; avoid excessive nodding.
- Body posture: Don't look up your entire body but move naturally. Keep your arms open, not crossed.
- If you make hand gestures, be sure to not cover your face (stay below neck)
- Avoid fidgeting or swiveling & leg shaking in your chair.

Delivery

- Speak slowly, enunciate, and put a fine point on each answer.
- Deliver 1 point in 10 seconds, not 10 points in 30 seconds.
- Do not interrupt the host when they're speaking.
- Try to limit audible noises as you're listening (ex: ah, uhms, uh huh, yeah.)
- Thank the interviewer for having you on at the start and end of the show.

Online Interviews

Treat the interview like a **conversation** but **prepare** well in advance.

- **Preparation is key.**
 - Dial in from a quiet and well-lit area where you won't be disturbed.
 - Test your internet connection, camera and mic before
 - Avoid wearing stripes, white, or distracting patterns etc. – solid colors are best.
 - Wear the appropriate On apparel if interviewing on behalf of On
 - Be aware of the lighting in your space (natural lighting from the front, no shadowed face, not backlit)



- **Set yourself up well.**
 - Check what's visible in the background behind you (remove any items you would not want to be seen)
 - Position yourself in the center of the frame, with a few inches of space above your head.
 - Then lean about 15° forward (puts your head/face in focus, and makes body look slimmer)
 - If you choose to have your prep notes up, keep them on the same screen as the camera. Do not read from them directly.



QUESTIONS?



Thank you!

In case of questions: press@on.com