

# Media Training Summary



TEAM USA ATHLETES'  
COMMISSION

***“You cannot control what someone asks you, but you can control how you answer”***

## How You Say It

- Avoid Um’s and Likes and Ya Knows...
  - Take a second, look away from the person asking the question and gather your thoughts
  - Take a breath—don’t be afraid of silence
- Avoid negative phrases such as “stunk”, “failed”, etc.

## Everything Sends a Message

- Eye Contact—always look reporter in the eye; for on-camera interviews, look at the person asking the question not the camera, unless requested otherwise by the reporter
- Tone—be cognizant of voice
- Posture—stand up straight, sit forward in chair
- Appearance—represent Team USA the right way; no hats

## Be Prepared

- Most reporters have an idea of the story they want to report before they speak to you and they are looking for the soundbite and quote
- Come prepared with 1-2 things that YOU know you want to get across
- You don’t have to answer a question—politely decline or focus answer on what you would like to get across

## The Record

- *On the Record*: can be used with no caveats, you can be quoted by name and affiliation; everything is on the record UNLESS you explicitly state otherwise
- *Off the Record*: comments to remain strictly between the source and the reporter
- *On Background*: information that a journalist is free to use with one caveat: they cannot not attribute it to a specific or named person

## Potential Topics

- You can always turn the focus onto the Games, your performance or simply politely decline to answer the question
- Topics: Doping, Russian participation, Middle East War, Para Equity, Track & Field awarding prize money

## Be Smart on Social Media

- Can you stand behind everything you have posted?
- Go through old postings and make sure you are OK with what is posted