LUR
LIGHT UP RACING

MEDIA TRAINING SHORT GUIDE

For when the stakes are high and the spotlight is hot.

Purpose

To prepare you to speak with clarity, credibility, and control in a high-pressure situation.

CORE OBJECTIVE: TO SHIFT PERCEPTION, NOT 'WIN' THE DEBATE

You're not trying to beat the journalist. You're speaking to the audience watching at home, many of whom are unsure, emotional, or disengaged. Your job is to:

- Demonstrate values they relate to
- Deliver facts they haven't heard
- Leave them with a sense of progress and possibility

WHAT TO SAY

In every answer:

1. Acknowledge the emotion.

"This is distressing, and we understand why people are upset."

2. Reinforce credibility.

"Independent vets on-site made the decision..."

3. Show progress and accountability.

"We've halved the rate of fatalities in the last three years. And we are still working to improve it."

4. Back it up with stats and stories.

BRIDGING WITHOUT DODGING

- What we know for certain is...
- But if we look at the bigger picture...
- That's a fair concern, and here's how we're addressing it...
- I can't speak for that specific case, but here's what we've implemented industry-wide...

THE STRUCTURE OF A STRONG ANSWER

1. Empathy / Human truth
2. Factual context / Correction if needed
3. Real-world action or reform
4. Forward-looking or invitational close

Example:

"This was tragic, and yes, it shook us too. But the full picture is important. Fatalities have declined by 30% due to safety changes, and we're not stopping there. I'd encourage people to look at how far we've come - and where we're going next."

FORMAT-SPECIFIC TIPS

Print Interviews

- Assume everything is on record
- Use punchy, self-contained quotes
- Ask to clarify anything before it's published (some will allow it)

Pre-Recorded Video/Radio

- You can reframe or redo answers - ask for a second take
- Avoid fillers ("um," "you know") - pause instead

Live Interviews

- Prepare 3 message flags - drive everything back to them
- Keep answers under 20 seconds when possible
- Stay grounded.

DELIVERY IS THE MESSAGE

- **Voice:** Calm, not robotic. Controlled emotion signals strength.
- **Posture:** Sit tall, lean slightly forward - not stiff, not slouched.
- **Expression:** Mirror the moment. Don't smile if it's serious. Don't frown if it's hopeful.
- **Listening:** Don't interrupt. Nod to show you're engaged. Even a short silence can show you're considering, not evading.

RED FLAGS TO AVOID

- Speculating. If you don't know, say so, and say what's being done to find out.
- Overpromising. Talk about progress, not perfection.
- Shifting blame. Acknowledge the system, then show how it's changing.