



Player Interviews. Threat or opportunity?!

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Who am I?

- ▶ Mainz (+ Köln)
- ▶ German Sport University Cologne (2010-2014)
- ▶ Sportsjournalist (ARD, SWR, WDR)
 - ▶ TV, Radio, Online
- ▶ Former host of the official Liqui Moly HBL-Youtube-Show „7Meter“

Source: DAZN / Youtube: Serien King TV



Jonas Hector

▶ Player 1.FC Köln

Different types of interviews

- Post-match-interviews
- Pre-match-interviews
- Personal interviews
- Critical interviews
- Backgroundtalks / reserach interviews

Post-match- interviews

- EMOTIONS
- NO PREPARATION
- SHORT AMOUNT OF TIME
- LIVE
- ITS OKAY TO BE ANGRY
- „ALWAYS THE SAME“

*“Sometimes I feel uncomfortable in interviews right after the final whistle. The player often have **completely different things in mind** and then has to hear my questions. **We don’t get much good answers in this interviews.**”*

*Interviews on the sidelines are always just quick results directly on an event. The players are usually stressed and in a mood depending on the win/loss. **You usually don’t learn that much.** Those are often my “stomach pain” situations as well. You don’t know how the person across from you is in a mood and reacts to you. **That can often cause “bad blood”.** Although everyone is just doing their job.*

*1:1-post-game-interviews are great, because the same player can react completely different in different situations. Thats a challenge, **you need a sure instinct but you can also learn a lot.***

Post-match- interviews

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- NO PREPARATION
- SHORT AMOUNT OF TIME
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Source: Hessischer Rundfunk/ Youtube: hrfernsehen



„I can do the interview by myself.

Am I happy that we are in the next round? Yes.

Do I like the support of the fans? Yes, I think that's very cool.

Is the focus now on Sunday? Yes, we have a tough game with Schalke. It's a good team that got going again and therefore we can not do less than in the last games even though we have a successful time at the moment.

Am I glad to have a break after that? For sure, that's always a good thing. We came back strong after the last break.

Okay, what else? I think that was the eighth game in a row that we won. (...)"

Pre-match- interviews

- RELAXED
- ALWAYS TRY TO GET SOMETHING SPECIAL

Personal interviews

- RELAXED
- PREPARED
- STORYTELLING
- NEW OUTCOMES

*“I really like interviews in which I have time, where both can listen to each other **and where not only I ask questions, but maybe also the player.** That’s where you get to know the person.”*

*“The interviews right after a game are also very fun, but interviews in a more settled environment and with more time are sometimes more interesting. **Because you never know, what the other person might tell you and where the interview might go.** Also you have more time for preparation in order to tell the story of the athlete in an article or report.”*

*“I prefer to do interviews that are about personal issues. It is exciting to find out what kind of personality is behind the athlete and how he thinks. **This usually takes the conversation and the subsequent content to a whole new level.**“*

Personal interviews

- RELAXED
- PREPARED
- STORYTELLING
- NEW OUTCOMES

Critical interviews

- PREPARATION IS EVERYTHING
- CLARIFY A CRITICAL TOPIC, SITUATION, STATEMENT

Backgroundtalks / research interviews

- PRIVATE
- NO OUTPUT
- TRUST

Player Interviews. Threat or opportunity?!

Hansi Flick

Former coach of FC Bayern Munich.

Source: Sky/ Youtube: Max Zander



Interviews and Covid-19

End

Player Interviews. Threat or **opportunity**?!

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