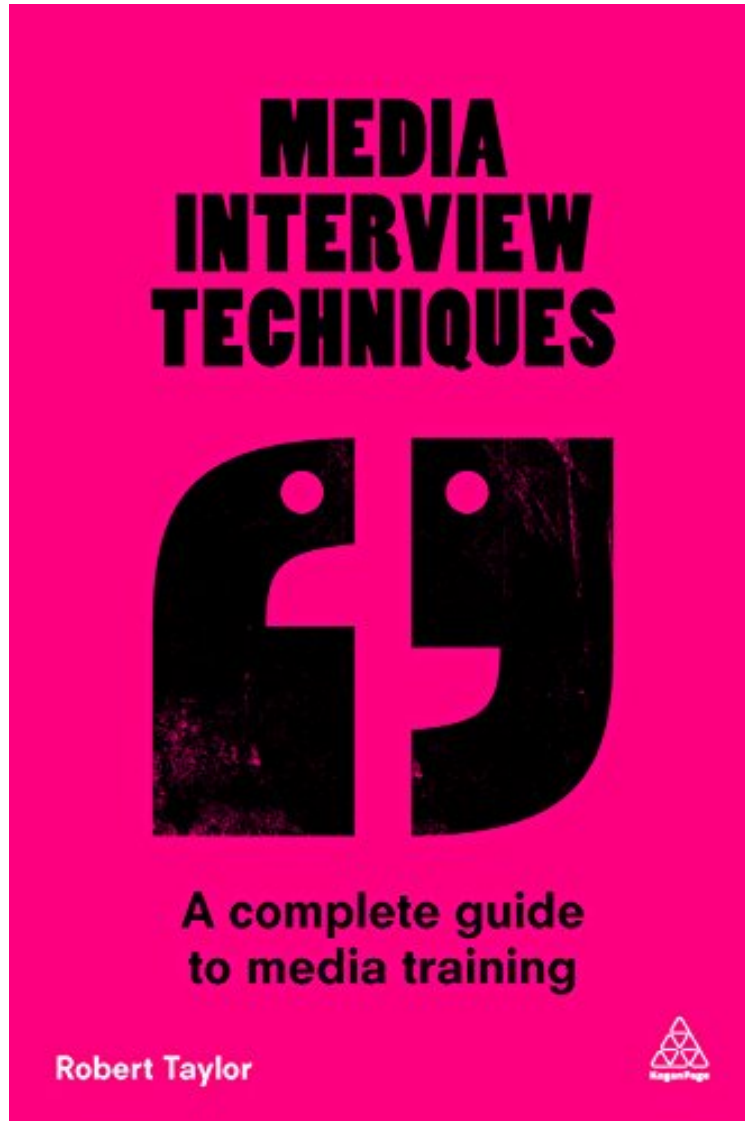


Media Interview Techniques: A Complete Guide to Media Training

Robert Taylor

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Robert Taylor : Media Interview Techniques: A Complete Guide to Media Training before purchasing it in order to gage whether or not it would be worth my time, and all praised Media Interview Techniques: A Complete Guide to Media Training:

1 of 1 people found the following review helpful. Key skills for speaking on behalf of your organisationBy John GibbsIt should go without saying that an organization should get its spokespeople media trained, according to Robert Taylor in this book. Journalists conduct interviews day in day out, so if your spokespeople have never had any training or practice theirsquo;ll immediately be at a big disadvantage, just as someone who has never learned to cook will

probably make a hash of preparing a meal for a dinner party. The book goes on to provide advice on a number of issues relating to media interviews, including:

- How to prepare for an interview
- How to construct a message which resonates with your audience
- How to overcome nervousness, avoid anger, and stay calm during the interview
- How to use body language and adopt an appropriate tone of voice
- Ways of remaining in control of the interview
- Techniques for handling hostile and sceptical audiences
- How to deal with a crisis media interview

Organisations which fail to make positive use of the media increasingly find themselves either treated in a hostile manner or ignored altogether. Silence is frequently interpreted as meaning that the organisation has something to hide. It is therefore increasingly important for organisations of all types and sizes that they have people prepared to speak up on their behalf when an occasion arises. It seems to me that the author's advice on the subject is as good as any that you are likely to get. The book gives you all the information you need to know; nevertheless, information alone is not sufficient to give you the skills which come only through extensive practice.

0 of 0 people found the following review helpful. Excellent

By DarrenIngram_dot_com

You can never have enough preparedness when it comes to being interviewed by the media. Even old hands understand that complacency can be a dangerous trait, especially in front of a live microphone. For most people, it can be a terrifying experience. It does not always get that much easier; you do need to keep your wits about you. So this book is a great, sensitively written, powerful guide for anyone who may need a bit of media training. You may not consider that you are going to be "on the telly" any time soon but there are so many possible media outlets or chances for media exposure, especially unplanned, so being even slightly prepared is a good thing. Even if you work in a role where you wouldn't expect to talk to the media (or shouldn't), it would be good to know how to react if you are "door-stopped" by a professional journalist or even YouTube social media vigilante. For those who may have to deal with the media on a more arranged, regular basis, this can be a little gold mine. Even if you believe you know it all, it is a useful aide memoire and may still yield a few nuggets of knowledge you had forgotten or never knew. This is practical advice, backed up with real-world examples of good (and bad) interviews and media appearances. It was a pleasure to read this book. Even an old, experienced journalist such as this reviewer found things to learn, with the intention of being an even-better interviewer and interviewee or speaker. The book has such a low price that it should be a "no-brainer" purchase for every company and required reading for all executives. Not only will it help you make the most of any interview opportunity, it counsels you on when to decline and keep your mouth shut! That course of action, naturally, will make any journalist get uptight and even more determined to get you to say something, anything... or they may find one of your co-workers who may not have had media training and then they start babbling incoherently... Declining to comment should not be the default position, but sometimes it is advisable to wait a little, think a bit more and then comment authoritatively with accurate, actionable information. The author finds a writing style that doesn't assume the reader is an experienced media performer, nor does it dumb things down; a fine balancing act has been reached. A lot of the advice is more than just something you need when facing the media, it could stand you in good stead when presenting at a conference, making a sales pitch or just networking somewhere. After all, words are coming out of your mouth, so you need to shape how they appear. This is a book you can read several times in a row and more information will be discovered. It can also be an invaluable close companion. Check it out!

0 of 0 people found the following review helpful. Indispensable guide to dealing with the media

By Martin Cook

Robert Taylor draws on many years experience as a highly successful tutor to present a thorough, clear, well-organized and practical guide to giving media interviews. "Thorough" is something of an understatement. Everything you need to know is here, beginning with questioning why you would want to do a media interview in the first place. Once you've decided it makes sense to go ahead, Mr Taylor leads you through the whole process: creating your message, keeping your cool, using body language, perfecting your tone of voice, controlling the interview, winning over a hostile audience, responding to a crisis and, finally, capitalizing on your interview through social media. Key messages are placed at the end of each chapter as bullet-points, along with a set of exercises to get you thinking. This, and the book's clear structure, makes "Media Interview Techniques" easy to dip into to reinforce key points; just before your interview, say. If you think you know your stuff and feel confident you can "wing it" in an interview, the author has this to say: "Journalists conduct interviews day in and day out, so if your spokespeople have never had any training or practice they'll immediately be at a big disadvantage, just as someone who has never learned to cook will probably make a hash of preparing a meal for a dinner party." Everything is clearly laid out and jargon-free. Illuminating case studies abound, and they're often very funny (if cringe-making). But I think the usefulness of Robert Taylor's "Media Training Techniques" goes beyond preparing you to communicate effectively with the media. If you agree with Shakespeare's sentiment that "All the world's a stage, and all the men and women merely players" then you will find that many of Mr Taylor's tips will help you create and present a succinct case whatever your audience; be they co-workers, potential investors or employees. Reading "Media Training Techniques" will prove rewarding even if you are never likely to face a grilling on "Morning Joe".

Any individual preparing for an interview with the media, however practised or well-rehearsed they are, understandably feels a sense of trepidation over failing to convey the essential points, or encountering that awkward question in the glare of public scrutiny. As media channels multiply by the day, offering ever more opportunities for exposure, so they also present a growing probability of finding oneself in front of the camera, webcam, or microphone in a make-or-break encounter where every word, gesture or expression counts. Never has media training been more relevant, or more in demand. *Media Interview Techniques* is the authoritative guide to giving successful media interviews, combining the author's own unique models and techniques with a survey of published research and influential opinion to help you prepare for that occasion when you are called upon to represent your organization publicly. Supported throughout with insightful anecdotes and transcripts of good and bad interviews given by George W. Bush, Prince Philip and other notable figures, this book presents the author's methodology which has been proven across the spectrum of industry sectors both nationally and internationally, and will apply whether you are speaking for a commercial company, a charity or NGO, public services or as a subject expert. No PR executive or press officer can afford to be without a copy for briefing clients prior to an interview.

"Robert Taylor is an excellent media trainer. Of course, nothing beats having him in person, but this book encapsulates his lessons perfectly and is a very useful reference tool for everyone who wants to present themselves well in front of journalists."