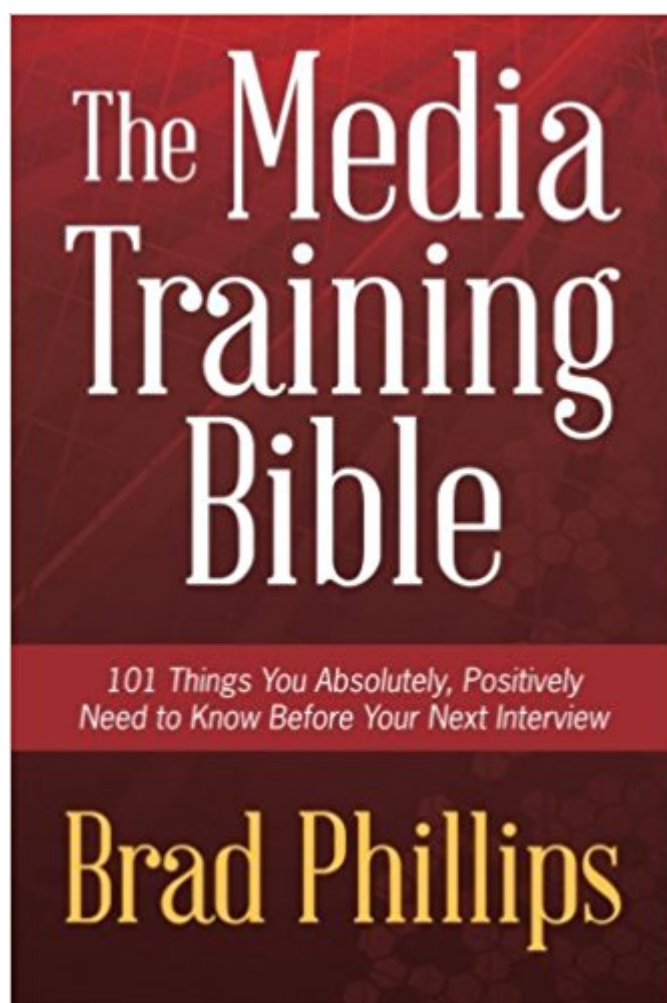


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# The Media Training Bible: 101 Things You Absolutely, Positively Need To Know Before Your Next Interview



## Synopsis

Delivering an effective media interview is more challenging than ever before. Today's media spokesperson must compete with shrinking audience attention spans, cope with social media overload, and confront sensationalized reporting. Given those challenges, how can you create positive messages that cut through the noise and motivate your audiences? How can you respond to difficult questions in a confident manner that increases your credibility? And how can you navigate your company through a media crisis so it becomes a mere blip instead of a reputation-destroying disaster? Brad Phillips, one of the world's top media trainers, will lead you through an engaging mix of 101 two-page lessons, three dozen real-life case studies, and several hands-on exercises. He will teach you how to become an effective media spokesperson, eliminate your fear, build your brand, and enhance your reputation. You will learn how to: Master the ground rules for working with reporters Create memorable media messages Support your message with media-friendly stories, statistics, and sound bites Deliver a winning interview Answer tough questions Adjust your approach for print, radio, television, and social media Use positive body language that reinforces your message Dress for television Prepare for and manage a media crisis One of the most comprehensive and well-organized books ever published on the topic, *The Media Training Bible* will prepare you for today's media culture, in which a tweet can become newsworthy and a news interview can become tweet-worthy.

## Book Information

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## Customer Reviews

"The Media Training Bible is an invaluable asset to improving one's brand recognition and getting one's message across clearly...Each of the 101 pointers is succinct, informative, and

utterly invaluable in today's interconnected world of public relations. Highly recommended!" - Midwest Book Review

"There are lots of expensive public and media relations firms out there who can give you the full treatment, but I recommend starting with a good book on the subject, like the one just released by media training expert Brad Phillips, *The Media Training Bible*." - Martin Zwilling, Forbes

"In a chaotic media landscape, Brad Phillips offers a thorough and engaging guide to getting your message out authentically and effectively. Take Brad's advice to heart. The little things do matter. I've witnessed a man's ill-chosen words on national television implode his career, and a woman who handled a difficult interview so well she transcended the controversy swirling around her. Brad can help you avoid the former and execute the latter." - Richard Harris, Former Director of Afternoon Programming, National Public Radio and Former Senior Producer, ABC News Nightline

"The *Media Training Bible* is a must read for learning best practices for creating, delivering, and staying on message with the media -- a reference you'll want on your top shelf." - Wayne Bloom, CEO, Commonwealth Financial Network

"If more politicians read *The Media Training Bible*, there would be many fewer embarrassing stories about them featured on Political Wire." - Taegan Goddard, Founder and Publisher, Political Wire

"True to its title, this book is the bible of media training. It is also the Rosetta Stone of media training. And the Holy Grail of media training." - Dan Janal, Founder, PR Leads

"Through a perfect mix of lessons, case studies, and exercises, Brad Phillips unlocks the secrets of becoming an effective spokesperson. I refer to *The Media Training Bible* before every interview -- and you will too." - Tod Ibrahim, Executive Director, The American Society of Nephrology

"Everyone who speaks to the media -- and anyone who might -- should read *The Media Training Bible* before even thinking about doing another interview. Executives and other professionals will want to keep this invaluable resource within reaching distance for many years to come." - Russ Mittermeier, President, Conservation International

"The *Media Training Bible* is the most comprehensive and well-reasoned resource on this topic I have ever read. Well-organized and thorough, it contains everything necessary to prepare readers for contact with the media, regardless of whether they are a novice or a seasoned veteran. Brad Phillips leverages his unique background as an ex-member of the media and an active media trainer and commentator to create a powerful resource that can be used again and again. Public relations professionals -- and the executives they serve -- shouldn't be out there without it." - Linda Carlisle, Corporate Communications Manager, Elkay Manufacturing Company

"I couldn't put this book down...A compelling read that makes you feel as though you have your own, personal media trainer in your pocket -- or on your shelf." - Melissa Agnes, Crisis Communications Strategist and Blogger

"The *Media Training Bible* goes far beyond the standard

media training guides and is must-reading for anyone who would be the least bit frightened by an unexpected knock on the door from the local TV news crew. Brad Phillips's 101 lessons will arm you with everything you need to know to be interviewed by even the toughest bulldog reporter and not only survive, but thrive, in the spotlight. More than three dozen case studies show you how to avoid costly mistakes made by celebrities, politicians and others who didn't understand the confusing rules of the media game. (The media know the rules, but they don't want YOU to know.) Don't pitch stories and don't accept requests for media interviews until you read this book." - Joan Stewart, Publisher, The Publicity Hound

"Brad Phillips's book will become THE Media Training Bible for CEOs, leaders, and spokespersons who want to be a winner with the media. Phillips shares what reporters need, how to craft your message, and how to deliver it simply and effectively in every medium. It's loaded with practical, tactical and proven advice from a true media training pro. After 30 years of PR consulting and media training myself, I've never seen the topic so well organized and practically delivered." - Jeff Domansky, The PR Coach

"Brad Phillips has produced an excellent resource with The Media Training Bible. It does in fact live up to its promise with over 100 lessons in what to do, say, and think (or not to do, say or think) before ever embarking on the often treacherous journey into 'Media Land.' The book is very comprehensive, a compelling read, and very practical. I highly recommend it -- a must for anyone contemplating a media spokesperson role." - Jane Jordan-Meier, Crisis Coach and Author, The Four Stages of Highly Effective Crisis Management

"The key to success with media interviews is preparation. The Media Training Bible is one of the most insightful and easy-to-use resources for communications professionals and business executives to prepare for any type of interview." - Dave Groobert, U.S. General Manager, Environics Communications

"The advice in The Media Training Bible is both timely and timeless, filled with hands-on guidance that can be applied immediately." - Michael Sebastian, Managing Editor, Ragan's PR Daily

"As a media trainer myself for the past decade and a half, I learned things about messaging and speaking successfully that were eye opening and useful in equal measure." - Gary Genard, author, Fearless Speaking

"Brad Phillips focuses on themes that make the point and eliminate the noise." - Jim Pawlak, Dallas Morning News

"Brad's bible captures the reader's attention - regardless of professional level - because it is a refreshing departure from the never-ending droning many PR and media relations books present... His streamlined approach makes the book not only an engaging read, but also a ready reference for the future." - John Barnett, Vox Optima Public Relations

"Theory is great. Action is better because it gets results. This book gives you the tools to get results. I've read over 100 public relations and communication-type books, and this is one

of my favorites. It will be yours too." - Rodger D. Johnson, Get Social P.R.

Brad Phillips is the president of Phillips Media Relations, a media and presentation training firm with offices in New York City and Washington, DC. Mr. Phillips has trained thousands of media spokespersons, is regularly quoted as an expert by the media, and writes the world's most-visited media training website, Mr. Media Training. He has worked with hundreds of top-level executives, including corporate CEOs, presidents of nonprofit organizations and trade associations, and directors of government agencies. Mr. Phillips founded Phillips Media Relations in 2004 after working for several years as a broadcast journalist. After beginning his career as an on-air radio announcer, Mr. Phillips worked for ABC's Nightline with Ted Koppel, where he contributed to broadcasts about everything from the declining national savings rate and school shootings to domestic politics and terrorism. He then moved to CNN, where he helped produce two weekly programs: the media analysis program, Reliable Sources, and the political roundtable, The Capital Gang. He was also a contributing producer to the Sunday public affairs program, Late Edition with Wolf Blitzer. He is also the author of 101 Ways to Open a Speech: How to Hook Your Audience From the Start With an Engaging and Effective Beginning.

This is a terrific book – an ambitious and practical solution to the problem of coming across well when you're facing a tough situation or audience. From "Ground Rules" to "Go Out There and Get It!" you'll learn all the essential skills you need to look and sound good, stay on point, say things that are memorable, and perform some handy Jiu-jitsu when the going gets rough. Although the author discusses media appearances, there are some great lessons throughout the book for whatever type of speaking you do. And even as a media trainer myself for the past decade and a half, I learned things about messaging and speaking successfully that were eye opening and useful in equal measure. Phillips has created a handbook that's easy to digest even as it imparts some amazing lessons. The book's section of body language and voice is one that speakers of all stripes can benefit from, especially the lesson on energy and "sizzle." For any organization facing potential crisis situations, the segment on crisis communications combines some tough love messages with practical advice. "How to Prepare for a Crisis" and "How to Conduct a Real-Time Crisis Drill" offer the best advice I've run across on preparing for crises that represent a combination of the most

damaging and most likely scenarios to occur. That's a potentially devastating situation any organization should prepare for. I highly recommend this practical, informative, easy-to-use handbook for succeeding in challenging communication situations of all types.

Brad Phillips' Media Training Bible is a must-read for anyone interacting with the media on any level. It is especially helpful for those in the public relations field but anyone from a small-business owner to a CEO of a major corporation, from an external communications specialist to a Senior PR Director is able to gain valuable insight and tips regarding media processes from this book. It is a quick read and the short lessons are immediately applicable and easy to remember. It is a fantastic reference that should become a part of any professional's library.

Great book substantively, and Phillips is a deft writer who uses plenty of war stories and anecdotes from his real-world, high-level experience to make his points. Doesn't necessarily plow new ground -- message development, strategies for answering questions, crafting sound bites, reporters' mindset, etc -- are timeless, but he really knows his stuff and how to get it across. I can see buying two copies - one to keep one pristine for the bookshelf, and one for hi-liting, page-corner-bending, and coffee stains.

The Media Training Bible is a concise, easy-to-read guide and a great quick-reference tool. Not only were we able to use it for preparing to be interviewed, but we used it to prepare for conducting an interview for a video spotlight we are creating. Section Two is an absolute must for any organization to go through so the overall messaging is consistent across departments and levels. The guidelines presented throughout the book are relevant across multiple outward-facing communication channels and a great way to remind ourselves how to keep it all together. I highly recommend having a copy or two around the office for reference.

I have recently been appointed CEO from COO and suddenly I have gone from a back-room product development engineer to being the 'face' of the company and expected to do TV, radio and public speaking events. All advice I've had tells me to do media training practice in front of TV cameras and in radio studios, but BEFORE you do that - buy this book - read it - be prepared. It will give you your best bang for buck from those very expensive practical sessions. Make sure you subscribe to Brad's RSS feed too. Cheers.

I loved this book. Brad Phillips is very generous sharing his knowledge & experiences w the reader. He genuinely wants you to learn & therefore he establishes the trust. As one who is familiar w media , I learned, I enjoyed & I plan to attend his work shops as well. Great read.

Great tips and an easy read.

If I gave my clients some of these tips, they may well fire me cos that not how real business works. But if you need to reel in that too-happy-to-chat approach that some clients when nervous, then this is a good reminder.

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