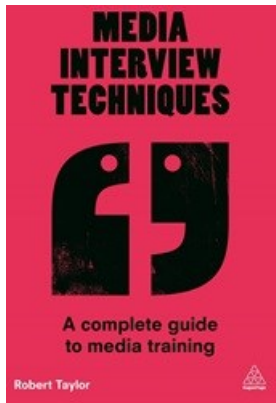


New book on media interview techniques

Robert Taylor's new book, *Media Interview Techniques: A Complete Guide to Media Training*, is the definitive guide to media training for PR consultants, press officers and their clients, tasked with representing themselves or their organisation.



Offering expert guidance on how to navigate interviews successfully across a range of available media, the book details techniques that apply across the spectrum of global corporate, governmental, public sector and public-facing organisations. The book presents tried-and-tested methodology, punctuated with examples and interview transcripts, to help interviewees prepare for their media interview and to convey their key messages effectively.

Vickie Sheriff, former official spokesman for the Prime Minister, now Global Communications Director at Diageo, says, "Robert Taylor shares a lifetime of experience training spokesmen for media interviews in this one book. It is a treasure trove of information, examples and guidance. If you love or fear giving media interviews you will learn something from his advice."

Taylor is one of the UK's most experienced media trainers, having trained more than 1000 executives from the Foreign and Commonwealth Office, the Department for International Development and the British Council, including Ambassadors. Other clients have included the executive management teams of the Olympic Delivery Authority for London 2012, senior executives at Accenture, BT, British Airways, FedEx, SAP, Orange, Oracle, SITA, and a huge range of public sector based bodies and charities. He has been the leading media trainer of the Chartered Institute of Public Relations since 2008.

The book is available from 28 December 2015 at a RRP of £19.99.