



Facing the Media

By Ravi Shyam & TJ Walker

Zen Publications, Mumbai, 2006. Soft cover. Book Condition: New. 23 cms. 172pp. Are you ready to face the media When the media wants to talk to you, you cant run and you cant hide. All you can do is prepare. Media interviews can be intimidating. Facing the unknown can be unnerving. The root cause for fear is that you exercise no control. Remember, you have zero control on what the media asks. But you do have 100% control over what you answer. But for that you need to know how. How will you be perceived What key messages do you want to convey What pitfalls must you avoid How best can you create appropriate sound bites Most important, how can you say what you want to say and say it effectively-with poise and confidence It all distills down to this: what the media wants to know, what you want to convey and how to manage the interface so that, in the tightly edited version that will finally appear, your message gets through loud and clear.



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