

An invaluable guide, full of insights. THE GUARDIAN Let the pros show you how to handle the media... If you have an important message to get across it pays to learn from the best. This book gives you insider access to the combined knowledge of MediaMasters in fields ranging from politics, sports, weather and news to comic strips, chat shows, soaps, photography, radio and the internet. Crammed with tips from years of experience it will make you more media savvy, entertaining and news aware, so you are fully prepared for your turn in the spotlight. Featuring: Terry Wogan, Phill Jupitus, Michael Parkinson, Uri Geller, Brian Clough, Alex, Will Carling, Dame Tanni Grey-Thompson, Tim Brabants, Chris Cox, Fay Weldon, Jo Swinson, Rory Cellan-Jones, Phil Hall, Gail Emms, Gered Mankowitz, Neil Mullarkey, Iain Dale, Rebecca Adlington, Michael Aspel, Des Coleman, Dee Caffari, Allegra Mcevedy, George Galloway and Hugh Pym. The authors, both recognised MediaMasters in their own right, have interviewed 25 of the top names in radio, television, print and new media so they can share their insights with you. Whether youre a company spokesperson, sports star, politician, author, entrepreneur, celebrity or budding MediaMaster yourself, the role models in this book provide you with hard won tricks of the trade you can use. Jeremy Nicholas is an award winning TV and radio broadcaster, after dinner speaker and compere. Hes presented radio shows for BBC World Service, BBC Radio 5 Live, Talk Sport and GLR. On television hes best known for his And Finally reporting for the BBC. He also presented Live and Dangerous, Turnstyle and Sick as a Parrot as well as live World Cup and Champions League football for Channel 5 and ITV. As Director of Talking Toolbox Jeremy teaches speaking skills for TV, radio and live audiences, as well as providing media training for firms and individuals. Learn more at www.talkingtoolbox.com Alan Stevens has been both a TV presenter and expert interviewee notching up over 2,000 radio and TV interviews on BBC TV News, Sky News, Radio 4 and Radio 5 Live as well as in every ITV region. He is Vice-President of the International Federation for Professional Speakers and a Fellow (and Past President) of the Professional Speakers Association. As Director of MediaCoach Alan provides media coaching, crisis management and communication training. In 2006, The Independent listed him alongside Max Clifford as one of the UKs top ten media experts. Learn more at www.mediacoach.co.uk

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