

Author Q&A

What inspired you to write this book?

I've shot tens of thousands of live shots throughout my career. And I constantly found myself not just shooting the live shots, but also assuming the role as a coach, providing guidance and instruction to my studio guests. Teaching them everything from how to prepare for a live shot, to crafting an interesting story angle and key message points, to speaking in bite sized chunk sound bites, and most importantly, staying on message!

Who is the target audience for your book?

I wrote my book for folks looking to break into the television news circuit as a regular guest, contributor, or commentator. Many of these people are authorities in their respective fields. They are leaders in their professions (physicians, attorneys, politicians, authors, university professors, small business owners, etc.) who their clients and competitors alike, look up to for advice and direction. But many of them, have little to no experience of speaking on camera to a local or national television audience. This book is designed to give them the necessary tools and training they'll need to perform well on camera and ace their interview!

How does the book prepare someone for an upcoming television interview?

The book is structured into specific sections and chapters that include: how to prepare for an upcoming on camera interview, crafting a compelling story angle or hook that producers will love, what to wear on camera, handling unanticipated, hostile or "curveball" questions, troubleshooting issues, leveraging your TV appearance to give it an afterlife boost, and even how to shoot your own live shot!

How is your book different from other media training books?

While there are several media training books on the market, this book was written in the style of narrative non-fiction. On one hand, it's informative, filled with facts and useful tips and techniques. There are also guest interviews and storytelling sprinkled throughout the text. The book reads more like a novel; it's definitely not your standard cut and dry academic textbook!

Other media training books may briefly mention or talk about remote interviews. This book, however, is the only one on the market that extensively covers the art of the "talking head" interview, where the guest is booked at a remote location,

speaking with an anchor/host that they cannot see. Speaking directly to camera to someone that you cannot see is not a natural experience. Studio guests are seated in a room, staring straight into the lens of a camera. They cannot see the reaction or study the body language of the person interviewing them. And they also have no idea if what they are saying resonates with the audience watching at home?!

How does your professional experience make you a trusted expert that clients turn to when looking to hire a media coach?

In my twenty plus years in the broadcast news industry, I've worked in many different roles, both on the technical and editorial sides. I have extensive experience both in front and behind the camera. Prior to opening up my own broadcast studio, I had experience working as an assignment editor, field producer, photojournalist and editor. I also hosted my own Facebook Live Show, LIVE FROM FSS, which I also produced.

What type of media training services do you offer? How are the sessions structured?

I offer both individual and small group media training sessions. The sessions are customized and tailored to each particular client's needs. The sessions simulate real-life media interviews where the trainees are mic'd up and wear an IFB earpiece. (Note: The IFB refers to the device where guests can hear the show's programming and anyone who may interrupt the broadcast to speak in their ear before, during, or after the interview segment.) We cover all topics of media training including: remote studio interviews, interviews on set with an anchor, panels featuring multiple guests, roundtable discussions, in the field interviews with a reporter, press conferences, and reading scripts off a teleprompter.

Do you have future plans on writing another book?

Since I wrote this book (that is primarily for studio guests and media training clients), I thought it would naturally make sense to produce a companion workbook that my students could follow along with. So, yes, I'm in the process of creating this companion workbook that will serve as a supplement to my book.

How can readers buy your book?

The book will be released sometime in March or April. Once it's published, they can buy a copy on Amazon.com. The book will be available in hardcover, paperback, and Kindle versions.

**The Companion Workbook will be available in both a paperback and Kindle version.

