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## **Interview Tactics: How To Survive The Media Without Getting Clobbered! The Insider's Guide To Giving A Killer Interview!**

*Gayl Murphy*

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**Gayl Murphy : Interview Tactics: How To Survive The Media Without Getting Clobbered! The Insider's Guide To Giving A Killer Interview!** before purchasing it in order to gage whether or not it would be worth my time, and all praised Interview Tactics: How To Survive The Media Without Getting Clobbered! The Insider's Guide To Giving A Killer Interview!:

0 of 0 people found the following review helpful. Sitting, Walking and Talking. Thank you Gayl ! ! !By Tony DeeMany times, I will have a producer call me for an interview for the next day, maybe at 4:00am, from talking to me at 7:00pm the evening before. I need have my thoughts gathered to know how best to leave listeners with information they can use, and knowledge about me they would like to know. As well, I want the host and the producer to be happy they invited me to talk.As an author, there are things I just didn't know about the media, (their needs and habits). Interview Tactics made these things plain and simple for me. Gayl Murphys' words not only make them plain and simple, she kept me wanting to turn pages with moving with laughter, and the ever so encouraging "Murphys' Law," in a way that anyone can enjoy. She talks "Real Talk."My last interview call was after reading approximately one third of Interview Tactics. I had invited my wife to listen to the Pennsylvania radio station from her computer in Virginia. Armed with a cell phone in in Kentucky, I talked, walked, laughed and enjoyed sharing information listeners could use about music and what it does to the young mind, both positive and negative. It was the day before the music festival, and the host of WCHE am radio was happy to get the knowledge about helping students retain more knowledge with music. With confidence from reading Interview Tactics, I was happy to share the news. My wife was extremely excited when she called to tell me, "You could hear the excitement in his voice!" and how wonderful the interview had been. Thank you Gayl for Interview Tactics!Consumine Desire Masters The Secret Power of True Love (Memoirs of Tony Dollars)0 of 0 people found the following review helpful. Poor Writing from a "Professional" JournalistBy InfiniteElaineThis book is written in such an amateurish style -- with scads of misspellings ("sicsinct" for "succinct"), bad punctuation and terrible grammar -- that it made me doubt the professional status of the writer. Do editors in Hollywood really hire this woman to write?Her advice is scattershot at best. The layout of the book is a mishmash of fonts, type sizes and pull-quotes. There's no flow to the chapters; no valuable advice. There are lots of photos (as amateurish as the writing) of the author with various celebrities, going back to the early 1980s.If you're looking for real tips and strategies for dealing with professional media, look elsewhere.0 of 0 people found the following review helpful. I went from being afraid of interview to looking forward to them!By Wayne Jeston Mc MannersI have experience watching people in the interview arena and read this book mostly out of curiosity. Information, if used properly, is powerful and this book puts the power of the interview in the hands of those being interviewed. I also admired the authors passion and enthusiasm for the subject and relaying the material and procedures. This book is all you will ever need if you find yourself going into the interview arena.

This how-to media guide contains step-by-step power tools from a veteran Hollywood correspondent who has conducted more than 14,000 celebrity interviews in her successful broadcasting career.

"GAYL MURPHY's first-hand experience and vast knowledge is quite impressive! INTERVIEW TACTICS should be required reading!" -- William Henley, Universal Pictures"Gayl Murphy is sleeping with the enemy!" (i.e., Training media-shy artists and authors to give 'killer' interviews!) -- Barry Knoltnow, The Orange County Register"INTERVIEW TACTICS is a must read for anyone in the professional services or political arena!" -- Mo Hayes, Vice President, ParsonsAbout the AuthorEntertainment Reporter and Hollywood Correspondent Gayl Murphy has been covering Hollywood and show business for over 20-years for some of the most prestigious news organizations - including ABC News, BBC, AP Radio and E! The award-winning journalist estimates she's conducted over 10,000 interviews in her broadcasting career, covering celebrities, films, television, music and popular culture. Always one to track a great story, Murphy's travels have taken her around the world reporting on all formats of music, movie premiers, award shows and global entertainment events. The veteran reporter knows first hand that, "When it comes time to meet the press and tell the world about your self and your accomplishments, if you can't tell your own story, who can and who will?" "And," says Murphy, "If you can't tell it, there's no way you can't sell it!" The LA based reporter, who also teaches, coaches and speaks about INTERVIEW TACTICS says she wrote, dedicated and self-published INTERVIEW TACTICS. HOW TO SURVIVE THE MEDIA WITHOUT GETTING CLOBBERED! THE INSIDER'S GUIDE TO GIVING A KILLER INTERVIEW for Media Virgins and Experts Next Door everywhere!