

## Published Writers of Rossmoor to Learn "What Makes a Good Interview" From Noted Interviewer and Moderator Angie Coiro

Press Release Written by Barbara Kirbach, PWR Publicity Board Member

Angie Coiro, award-winning radio journalist and interviewer, will tell the Published Writers of Rossmoor (PWR) what makes a good interview - whether it's on radio or TV, with a book reviewer, a prospective bookseller or any other phase of their efforts to market their books. PWR President Duke Robinson said that all interested Rossmoor writers are welcome to attend the meeting on July 9, 2016, from 10 am to noon, in the Fairway Room at Creekside, Rossmoor.



Newly-elected Program chairperson Ron Wren said Coiro will give examples of the common mistakes of interviewing and will explain how to get the message across entertainingly and informatively. "A good interview is a give and take with both the interviewer and the interviewee having their own objectives," Wren said. "PWR authors should know how to capture the attention of the listener, viewer or bookstore owner quickly, provocatively and substantively."

Coiro has established herself as a top-tier media personality and moderator. She worked for 15 years at KQED public radio. She moved to the national airwaves with "Mother Jones Radio" on Air America. She is currently the host of "In Deep with Angie Coiro," an independently produced, syndicated show recorded weekly at Kepler's Books in Menlo Park. The show airs on Tuesdays at 9 pm in San Francisco, on 91.7 FM KALW, on other major city stations, and as a podcast on iTunes, PRX and indeepradio.com

She is also a regular host and moderator of public events and discussions, appearing over the years with the "Commonwealth Club" and "City Arts and Lectures." Her work as a voiceover talent includes corporate demos, narrations and commercial work.

Coiro has conducted interviews with Anna Quindlen, Peggy Orenstein, Will Durst, Mary Roach, Salman Rushdie, Bernie Sanders, Barney Frank, Gail Sheehy, Cleve Jones, Charlie Jane Anders, Martin Short and others. She won the coveted Radio News Director Award for Best Interview with Salman Rushdie. Quindlen, the best-selling author of "Millers Valley" and "Still Life with Breadcrumbs," told the Commonwealth Club that "Angie's interview was the most insightful and interesting of her book tour and one of the best she had ever had in decades of being interviewed."

For more information on the program, contact [ronwren@aol.com](mailto:ronwren@aol.com).