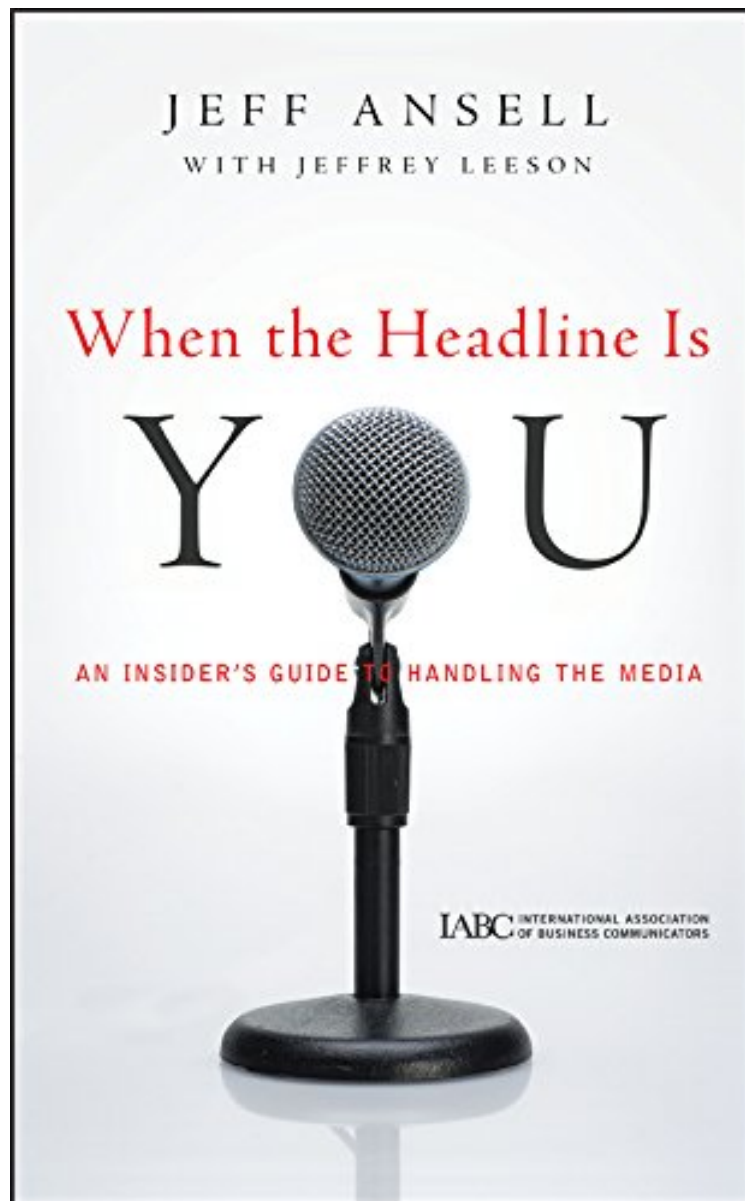


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When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators)

Jeff Ansell

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Jeff Ansell : When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators) before purchasing it in order to gage whether or not it would be worth my time, and all praised When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators):

3 of 3 people found the following review helpful. A Powerful Tool for Corporate Communicators (and Others Too)By J. HoffmanAs a media trainer, I am always looking for materials that provide new insights and practical tools that I can recommend to my clients and those who read my e-zine. I was delighted to find Jeff Ansell's book last month. Judging by the number of things I highlighted and pages I dog-eared, his book is a real find. It is not a heavy, theoretical dissertation. Instead it is very readable with many "aha" moments. The principles he teaches in the book are similar to the ones I emphasize in my own book on the subject. But he has many real-life examples which bring the theory to life. For example, his advice on answering really tough questions where reporters try to nail you with, "Answer yes or no..." or "Is it possible that..." or "Can you guarantee..." is worth the price of the book alone. And he adds greatly to the general body of knowledge of media relations with his concept of the "Value Compass" that helps companies know how to frame their messages in ways that will resonate positively with the publics with whom they are trying to communicate. I have asked (and received) permission to quote him in the 2011 version of my book and my upcoming e-zine. If you or your organization are apt to be on the firing line from reporters, bloggers, or angry members of the public (and what organization can say this will never be the case!), it would definitely be in your best interests to read this book.0 of 0 people found the following review helpful. A Must-Read for Media Relations ProfessionalsBy A. LoveWhile updating research for media training seminars, I discovered Jeff Ansell's book "When the Headline is You." Now I highly recommend his book to everyone who works with the media. Jeff's advice, based on his many years' experience, is right on target and offers insight into a variety of scenarios. I especially appreciate "The Value Compass" section. After recommending his book for so long, I recently called Jeff for strategic advice. He got back to me promptly and offered concise, practical guidance. "When the Headline is You" is a must-read and advice to keep handy as different situations arise.1 of 1 people found the following review helpful. this is a good one but is not the great book on the ...By Daniel Riacute;osTry "The Bible of Media Training" instead. I mean, this is a good one but is not the great book on the topic.

Proven strategies for managing all types of media encounters! Award-winning journalist and Fortune 500 consultant Jeff Ansell provides a how-to guide for leaders, executives, and other professionals whose high-visibility requires frequent contact with the media. Drawing on nearly four decades of media experience, Ansell presents tested techniques for responding to challenging questions and delivering effective messages. In addition, he reveals lessons learned and pitfalls to avoid by referencing recent news events from around the world. Valuable features include: A behind-the-scenes look at how news is made Complete guidelines to creating compelling messages Specific messaging formulae for building trust when the news is bad Step-by-step strategies for managing hostile or relentless questions Insider tips on how to identify and handle misleading questions An essential resource for navigating both traditional and online media, this book prepares readers for even the most challenging media events.

From the Inside Flap"Exposing oneself to media scrutiny requires more than simple candor and honesty. It requires knowledge, training, and a keen understanding of how reporters write the news." --from the Introduction Award-winning journalist and crisis communications expert Jeff Ansell provides a complete, values-based framework for successfully navigating all types of media encounters. This framework offers executives, leaders, and communications professionals the practical tools and step-by-step messaging formulae needed to address problematic issues while limiting their exposure to the sensationalism of today's media environment. With nearly 40 years of experience, Ansell reveals the inside secrets to understanding the media, building credibility, and developing persuasive communication skills. To facilitate implementation, this how-to guide includes a complete Media Messaging Toolkit, a six-step interview and message delivery exercise, and numerous real-world illustrative examples. Whether delivering good news, not-so-good news, or dealing with a full-blown media crisis, When the Headline Is You provides all the insights and strategies necessary to manage image and enhance reputation.From the Back Cover"Exposing oneself to media scrutiny requires more than simple candor and honesty. It requires knowledge, training, and a keen understanding of how reporters write the news." mdash;FROM THE INTRODUCTION AWARD-WINNING JOURNALIST and crisis communications expert Jeff Ansell provides a complete, values-based framework for successfully navigating all types of media encounters. This framework offers executives, leaders, and communications professionals the practical tools and step-by-step messaging formulae needed to address problematic issues while limiting their exposure to the sensationalism of today's media environment. With nearly 40 years of experience, Ansell reveals the inside secrets to understanding the media, building credibility, and developing persuasive communication skills. To facilitate implementation, this how-to guide includes a complete Media Messaging Toolkit, a six-step interview and message delivery exercise, and numerous real-world illustrative examples. Whether delivering good news, not-so-good news, or dealing with a full-blown media crisis, When the Headline Is You provides all the insights and strategies necessary to manage image and enhance reputation.About the AuthorJEFF ANSELL is a media and crisis communications consultant who has created a unique process for Fortune 500 companies to manage high-profile issues, including the Erin Brockovich case. As founder and principal of the consulting firm Jeff Ansell Associates, Jeff's journalism experience gives him the ability to instinctively react to his clients' most difficult situations. Thousands of executives

and communications professionals worldwide have been coached in Jeff's process. JEFFREY LEESON is a professional writer and editor. He has edited dozens of business books and coauthored *Leading a Learning Revolution* (Pfeiffer, 2008). He can be reached at jeffleeson@yahoo.com