



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

By Jeff Ansell

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

*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.

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### Editorial Review

#### 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

#### Praise for *When the Headline Is You*

"Business media continue to be the most credible sources of information on companies. Jeff Ansell's book *When the Headline Is You* offers invaluable advice on managing relationships with these outlets."

—**Richard Edelman**, president and CEO, Edelman Public Relations

"Jeff Ansell's advice is extremely relevant in today's climate where a well-managed crisis can make the difference between survival and ruin."

—**Nicolle Wallace**, former communications director, the White House

"*When the Headline Is You* is the world's most sophisticated yet sensible guide to making the most of journalist interactions."

—**Bob Pickard**, CEO, Asia-Pacific Division, Burson-Marsteller

"Jeff Ansell's candor in how to deal with the environment around us is refreshing. *When the Headline Is You* is a must-read for everyone involved in the communications business."

—**Robert Dilenschneider**, founder and principal, the Dilenschneider Group

"*When the Headline Is You* will be an important contribution to management, governance, and public discourse. It's both practical and principled, a rare combination. And it brings new insight to real problems."

—**Michael Wheeler**, professor of Management Practice, Harvard Business School

#### About the Author

**Jeff 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](mailto:jeffleeson@yahoo.com)

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#### Dale Burt:

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**Erick Graf:**

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