



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

By Jeff Ansell

Download now

Read Online ➔

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.

↓ [Download When the Headline Is You: An Insider's Guide ...pdf](#)

📖 [Read Online When the Headline Is You: An Insider's Guid ...pdf](#)

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

By Jeff Ansell

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.

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

- Sales Rank: #849182 in eBooks
- Published on: 2010-08-26
- Released on: 2010-08-26
- Format: Kindle eBook

 [Download When the Headline Is You: An Insider's Guide ...pdf](#)

 [Read Online When the Headline Is You: An Insider's Guid ...pdf](#)

Download and Read Free Online *When the Headline Is You: An Insider's Guide to Handling the Media* (J-B International Association of Business Communicators) By Jeff Ansell

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

Users Review

From reader reviews:

Dale Burt:

Do you considered one of people who can't read gratifying if the sentence chained inside the straightway, hold on guys this particular aren't like that. This *When the Headline Is You: An Insider's Guide to Handling the Media* (J-B International Association of Business Communicators) book is readable by means of you who hate those perfect word style. You will find the details here are arrange for enjoyable reading experience without leaving actually decrease the knowledge that want to offer to you. The writer associated with *When the Headline Is You: An Insider's Guide to Handling the Media* (J-B International Association of Business Communicators) content conveys prospect easily to understand by many individuals. The printed and e-book are not different in the information but it just different in the form of it. So , do you nevertheless thinking *When the Headline Is You: An Insider's Guide to Handling the Media* (J-B International Association of Business Communicators) is not loveable to be your top listing reading book?

Michael Joslyn:

Are you kind of busy person, only have 10 or even 15 minute in your moment to upgrading your mind talent or thinking skill also analytical thinking? Then you are having problem with the book compared to can satisfy your small amount of time to read it because all of this time you only find e-book that need more time to be read. *When the Headline Is You: An Insider's Guide to Handling the Media* (J-B International Association of Business Communicators) can be your answer given it can be read by a person who have those short time problems.

Christopher Burnham:

This *When the Headline Is You: An Insider's Guide to Handling the Media* (J-B International Association of Business Communicators) is brand-new way for you who has fascination to look for some information given it relief your hunger of information. Getting deeper you on it getting knowledge more you know or you who still having little bit of digest in reading this *When the Headline Is You: An Insider's Guide to Handling the Media* (J-B International Association of Business Communicators) can be the light food in your case because the information inside that book is easy to get simply by anyone. These books produce itself in the form which is reachable by anyone, yeah I mean in the e-book application form. People who think that in reserve form make them feel drowsy even dizzy this guide is the answer. So you cannot find any in reading a book especially this one. You can find what you are looking for. It should be here for you. So , don't miss this! Just read this e-book sort for your better life in addition to knowledge.

Erick Graf:

Many people said that they feel bored when they reading a e-book. They are directly felt it when they get a half areas of the book. You can choose the actual book When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators) to make your personal reading is interesting. Your skill of reading proficiency is developing when you just like reading. Try to choose basic book to make you enjoy to read it and mingle the sensation about book and reading especially. It is to be first opinion for you to like to open up a book and go through it. Beside that the book When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators) can to be your brand new friend when you're experience alone and confuse in doing what must you're doing of that time.

Download and Read Online When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators) By Jeff Ansell #AG4K2ZPI9CE

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

When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators) By Jeff Ansell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators) By Jeff Ansell books to read online.

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

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

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

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

AG4K2ZPI9CE: When the Headline Is You: An Insider's Guide to Handling the Media (J-B International Association of Business Communicators) By Jeff Ansell