

**When The Headline Is You: An Insider's Guide To  
Handling The Media**

**By Jeff Ansell**

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It is every company s worst PR nightmare: Imagine waking up to your company s name slashed across the headlines. So, if this does happen to you, handle the  
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Oct 04, 2010 When The Headline Is YOU - a new book by Jeff Ansell. "When The Headline Is YOU" is the best book I've read on how to ensure every press interaction  
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<http://www.bokus.com/bok/9780470875599/when-the-headline-is-you/>

I happen to really like reporters. I like their slightly warped sense of humour, the bemused way they look at our mixed up world and their fearlessness in asking <http://www.thespec.com/news-story/2155959-when-the-headline-is-you-an-insider-s-guide-to-handling-the-media/>

When BP was the subject of negative headline after negative headline over the summer, I started wondering, why are these guys losing the public relations battle so badly?

<http://theagenda.tv.org/blog/agenda-blog/when-headline-you>

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Communications training expert Jeff Ansell is the author of When the Headline is You: An Insider's Guide to Handling the Media (Jossey-Bass)

[www.whentheheadlineisyou.com](http://www.whentheheadlineisyou.com).

[http://www.cprs.ca/saintjohn2011/Jeff\\_Ansell.aspx](http://www.cprs.ca/saintjohn2011/Jeff_Ansell.aspx)

When the Headline Is You. An Insider's Guide to Handling the Media. Award-winning journalist and Fortune 500 consultant Jeff Ansell provides a how-to guide for

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An Insider's Guide to Handling The Media. H; Author; and communications consultant Jeff Ansell teaches you how the Headline Is YOU and wrote; Ansell

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Jeff Ansell is the author of When the Headline Is You (3.68 avg rating, 22 ratings, 4 reviews, published 2010)

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Jeff has served as senior vice president of Hill+Knowlton, and is the author of, When the Headline Is YOU: An Insider's Guide to Handling the Media.

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