

# NEWS FROM NEW VENTURE PUBLISHING

## **BOOK LAUNCH: HOW TO MAKE YOUR CASE IN THE MEDIA**

### **TRUST NOT SPIN IS THE NEW HEADLINE MAKER, SAYS BOOK**

The rise of the “spin doctor” – PR professionals who twist facts to support their case – has made the public more suspicious of official spokespeople, a new book claims.

As a result, spokespeople who don't win trust could fail to get the media or the public to take them seriously, says Colin Coulson-Thomas, Professor of Direction and Leadership at the University of Lincoln, and co-author of *How to Make Your Case in the Media*.

Professor Coulson-Thomas says: “People are more cynical. They're less easily convinced than they would have been in a more deferential age. Today, an organisation and its spokespeople have to earn trust – and the way to do it is to use the truth, the whole truth and nothing but the truth.”

*How to Make Your Case in the Media* shows people who find themselves having to put their organisation's case to the media how to develop positive messages and then deliver them in a way that will attract attention from print and broadcast journalists.

The practical book contains 67 checklists designed to help spokespeople deal with some of the most difficult problems they face such as how to handle nervousness before an interview and how to deal with ploys journalists might use to trap them into giving away confidential information.

The book contains advice on handling interviews in a wide range of different situations including face-to-face, over the telephone, in a conference call, through e-mail and at a press conference. The book even advises unlucky spokespeople what to do if they're "door-stepped" by journalists during a crisis.

## **NOTES TO EDITORS**

1. *How to Make Your Case in the Media: the Complete Guide to Getting Your Message Across in the Press and on Radio and TV* by Peter Bartram and Colin Coulson-Thomas is published as a Helping Hand Book by New Venture Publishing at £14.95. ISBN: 978-0-9552336-3-0. The first chapter of the book can be read online free at [www.makeyourcase.co.uk](http://www.makeyourcase.co.uk)
2. For further information and review copies: call Peter Bartram on 01273 565505
3. For a free article, based on themes in the book, tailored to the needs of your publication, contact Peter Bartram as above. Go to the weblink above to see a detailed list of contents.
4. Pictures of Colin Coulson-Thomas and Peter Bartram and the cover of *How to Make Your Case in the Media* are available from the Press Centre on the New Venture Publishing website: [www.newventurepublishing.co.uk/press](http://www.newventurepublishing.co.uk/press)