

When the Headline is YOU™

Jeff Ansell

Jeff Ansell & Associates (416) 413-9660

ja@jeffansell.com

1. Introduction

When Jeff Ansell used to walk into the newsroom every day, his editors would ask “Well Jeff, whose life are you going to ruin today?” As an investigative journalist, Jeff Ansell exposed drug-pushing doctors, caught Nazi war criminals and exposed cases of abuse in Ontario nursing homes. Jeff, who would often dedicate a full year to investigate a single story, appeared on TV, radio and in newspapers and magazines. Wanting to build on what he learned as a journalist, Jeff moved into the world of public relations and went on to serve as senior vice president of Hill and Knowlton, one of the world’s largest PR firms. After creating a media training department for Hill and Knowlton Canada, Jeff started his own consulting practice – Jeff Ansell & Associates.

In his practice, Jeff counsels corporations, government leaders and newsmakers often in tough, high profile, no-win situations. Most recently, Jeff is counselling U.S. police chiefs on race relations. Among other assignments, Jeff worked for BP’s partner in the Deepwater Horizon disaster, advised PG&E in the Erin Brockovich case and has trained White House spokespeople.

Through Jeff’s counsel, clients learn how to answer challenging questions,

communicate in a crisis and speak in an honest and trustworthy way. Jeff has also been an instructor for the MIT-Harvard Public Disputes Program *Dealing with an Angry Public* sponsored by Harvard Law School. In addition, he lectures MBA students at Harvard Business School on principles of crisis communications.

Jeff's experience as a journalist gives him the practical knowledge and ability to instinctively react to his clients' most difficult situations. He is the author of the best-selling book *When the Headline Is YOU: An Insider's guide to Handling the Media*.

2. When the Headline is YOU™

In today's media environment, knowing how to properly answer difficult questions from reporters and key stakeholders requires special skill. Communications expert and former award-winning journalist Jeff Ansell reveals a unique and proven process to successfully manage all manner of media encounters.

Attendees discover how to:

- Create compelling messages
- Respond to difficult questions
- Frame negative news

Jeff, formerly an instructor in the MIT Harvard program *Dealing with an Angry Public*, reveals strategies, tactics and techniques to safeguard your organization's reputation, especially when the news couldn't be worse.