
Author Profile



Branding Faith: Why Some Churches and Non-Profits Impact Culture and Others Don't By Phil Cooke

Telling Your Story in a Media Driven, Consumer Oriented Culture

Whether your goal is to share a message of faith, raise money for charity, preach salvation, promote a great cause, or give your audience hope, Phil Cooke describes the new rules for communicating your message in the 21st century. ***Branding Faith*** is about to change the way religion and culture interact – and the way churches, religious organizations, and other non-profits use the media to tell their story.

In ***Branding Faith***, television producer and media consultant Phil Cooke will show you how to cut through the overwhelming media clutter, connect, and then develop a meaningful relationship with your audience. Moving far beyond the typical communication techniques of recent years, this is a remarkable journey that will help you create a powerful strategy for reaching the most distracted audience in the history of the world. Controversial, compelling, and undeniable, ***Branding Faith*** will change the way you look at advertising, marketing, and promoting your message. This is an essential book for anyone in the business of communicating a message with the hope of changing the world.

Media is Culture

Throughout history, leaders and communicators have struggled against the various cultures in which they found themselves. In every case, anyone who attempted to present their message in a relevant way knew they had to recognize and understand the cultural framework of the time in order to be a more effective communicator.

Today, faith-based organizations and non-profits struggle under our present cultural framework – the power of global media. The media's influence in our lives is pervasive, and today, education, business, religion, leisure, science, even family life, are all measured against that influence. The answer to who's influencing you, is the same as who's influencing the culture.

It's the media.

Phil Cooke believes that many of the “culture war” debates and discussions that fill the news aren't the most important cultural priorities for people of faith today. What is far more important is to understand and embrace the power of the media, and to use it more effectively to tell their story.

That's why our challenge today is how to express religious faith in a media-dominated culture. How to tell our story alongside the maddening swirl of media "clutter" - TV, radio, computer, digital music player, Internet, mobile phone, and other technologies competing for our attention. How do you get a message heard through the massive and growing wave of media static out there?

This remarkable book is about getting your message heard. It's about telling your story, and making that story connect with your audience.

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Branding Faith

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