
Author Profile



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

He's been called a "media guru" by *Christianity Today* magazine, a "trusted media advisor" for the most successful pastor on television, and "rare" by former CNN journalist Paula Zahn. No matter what you call him, the author of "***Branding Faith: Why Some Churches and Non-Profits Impact Culture and Others Don't***" 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.

From traditional to emerging churches, and from small non-profits to mega-churches, Phil Cooke's ideas and strategies are being used and valued around the world. His blog at philcooke.com is considered one of the most insightful resources on the web on issues of faith, media, and culture and he's bringing a new perspective to the discussion of these potentially explosive subjects in the public square.

He's appeared on networks like MSNBC, CNBC, CNN, and his work has been profiled in the New York Times, The Los Angeles Times, and The Wall Street Journal. His production and consulting company: "Cooke Pictures," works specifically with non-profit and Christian clients, but he's also a founding partner in a successful TV commercial production company - giving him a unique perspective on both religious and secular media issues.

He's worked with a virtual "who's who" of religious media clients, including more traditional media ministries like Pastor Joel Osteen in Houston, Joyce Meyer in St. Louis, Ed Young Jr. in Dallas, Pastor Jack Graham in Dallas, Robert Schuller Jr. in Los Angeles, The American Bible Society in New York, and God TV in the United Kingdom, but his influence has also found a home in many emerging churches interested in making an impact through digital, non-broadcast media.

Phil 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. In fact, the implications of his ideas spill over from religious media into non-profit and cause-related marketing. And his next goal is to help great causes use the media to tell their stories more effectively.

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