



**IS RELIGIOUS MEDIA DEAD?
WATCH & INTERACT ‘LIVE’ WITH MEDIA GURU
PHIL COOKE, AUTHOR OF “THE LAST TV EVANGELIST”**

Wednesday, April 22nd at 1 PM (PT) <http://www.conversantlife.com/philcooke>

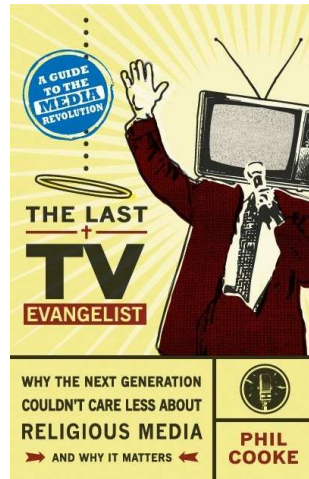
Don't miss this no-cost opportunity to interact and engage Phil Cooke, the New Media Guru, through his first ever online LIVE broadcast event hosted by ConversantLife.com. Following the release of his latest book *The Last TV Evangelist*, Phil will be discussing:

- The reasons why religious media is in trouble.
- The need for radical change to reach the new generation.
- Possibilities for the future...and solutions for making that change happen.

And...the event is **TOTALLY INTERACTIVE**. Viewers will have a chance to ask Phil questions and get answers during the LIVE event. Don't miss this exclusive opportunity to discuss how to reach the new-media generation with one of the most respected voices on the topic.

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Visit Phil's ConversantLife.com page now to download a FREE chapter preview of the book and watch exclusive video content.



PHIL COOKE'S *THE LAST TV EVANGELIST*: Why The Next Generation Couldn't Care Less About Religious Media EXAMINES RELIGIOUS MEDIA'S RELEVANCY TO A NEW GENERATION

Phil Cooke delivers an unwavering look at the state of Religious media in his new book *THE LAST TV EVANGELIST: Why The Next Generation Couldn't Care Less About Religious Media, and Why It Matters*. With more than three decades of experience in both faith-based and secular media, Cooke examines what has gone wrong in the religious media market, along with what is going right. Cooke suggests that the way the Church responds will determine its relevancy for the next generation.

Phil Cooke is the guy who is out to fix bad religious media. This is the first insider's look at the billion dollar industry called religious broadcasting, as well as the technological revolution that could quickly make that industry disappear.

Cooke's perspective is the result of years of working in the market. It's Phil Cooke's passion to transform religious media from the era of TV *evangelists* to the era of TV *producers*. In doing so, his goal is to help the Church regain its voice in the culture.

As a leading producer and writer on the subject, many of the largest and most effective Christian media ministries in the country are or have been Cooke's clients. This book is the first time anyone has dared to mention the elephant in the room – and provided a real critique with solutions for making positive change happen. A global media transformation is happening. At the same time, there are millions of people in the faith community who don't like what they hear and see on religious radio and television.

No one has ever had a solution... *until now*. The book covers issues like:

How Christian broadcasting works from the inside.

The "wacky factor" in religious broadcasting.

Why audiences give, and who they support.
The history and limitations of religious broadcasting.
The need for radical change in the industry.
Possibilities for the future.
... And solutions for making that change happen.

Too often, a younger generation associates religious media with sex and money scandals, political maneuvering, fake hair and gold furniture. *The Last TV Evangelist* is a guide to the media revolution that's happening in our culture, and how this transformation will impact spirituality and the church.

The Last TV Evangelist covers the history of religious broadcasting in the United States, and reveals how it's come to the current situation. It gives the reader an inside look at how the industry works, from radio, to television, and the Internet. The book also reveals the limitations and problems in the industry, current criticisms, and most important, it shows the changes that need to be made for positive change to happen.

At the same time, the book is a timely guide to the digital media revolution that's transforming how this culture communicates.

The Last TV Evangelist is causing quite a buzz in the media and in religious circles:

"Phil, with total honesty and clarity, gives great insight into the world of Christian media. For anyone involved with Christian content or who desires to understand Christian media, this is a must read. *The Last TV Evangelist* will be invaluable for generations to come." - **Tony Thomopolous**, Former President ABC Broadcast Group and former Chairman, United Artists Pictures.

"*The Last TV Evangelist* is the conversation everyone has been talking about but no one has had the courage to write about. Phil Cooke confronts the problems and offers solutions that are sure to be the playbook for a new generation of media ministry. This book will either cost him his career in ministry media or catapult him to cult status." - **Brad Abare**, Founder, Church Marketing Sucks, and The Center for Church Communication.

"If there's anyone out there who understands better the digital component of our Google world than Phil Cooke, I don't know who it is. *The Last TV Evangelist* might be better titled, *The First Yellow Brick Road to Our Digital Future*. You'd be wise to get on it quick." - **Leonard Sweet**, Drew Theological School, George Fox University.

The Last TV Evangelist: Why the Next Generation Couldn't Care Less About Religious Media, and Why it Matters is available in wide release through Conversant Media Group (<http://www.conversantlife.com/philcooke>)



FOR IMMEDIATE RELEASE

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[About Conversant Media Group:](#)

Conversant Media Group is the creative force behind [Conversantlife.com](http://www.conversantlife.com) (<http://www.conversantlife.com>), a content-rich new media website that encourages conversations about faith and culture through expert blogs, social news, video, podcasts, and community participation. Conversant Media Group utilizes a “collaborative publishing” business model and digital print technologies to produce engaging books offered in traditional print as well as various electronic formats.

[About Phil Cooke:](#)

A working producer with a Ph.D. in Theology, [Phil Cooke](http://www.philcooke.com) (<http://www.philcooke.com>) advises many of the largest and most effective non-profit and faith based organizations in the world. He has appeared on MSNBC, CNBC, CNN, Fox News Network, and his work has been profiled in the New York Times, the Los Angeles Times, and The Wall Street Journal. His 2008 book *Branding Faith: Why Some Churches and Non-Profits Impact the Culture and Others Don't* has changed the way non-profit and religious organizations use the media to tell their story. Cooke has lectured at universities like Yale, University of California at Berkeley, UCLA and is an adjunct professor at the King's College and Seminary and Biola University.