

WHAT PEOPLE ARE SAYING ABOUT **THE LAST TV EVANGELIST**



Phil understands that something important is going on. Throughout history, two opposing industries have always been at the forefront of new media, and one of them is the church. This time, though, as the explosion of channels, the birth of permission marketing and the shift in power to the viewer has transformed media, the church has been asleep. Phil gives you a wake up call.

SETH GODIN

BESTSELLING AUTHOR OF TRIBES AND THE DIP

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 OF CHURCH MARKETING SUCKS AND
THE CENTER FOR CHURCH COMMUNICATION

The digital age has ushered in a new generation of iPod-toting, YouTube gazing media audiences. Cooke examines the dangers of what is being done wrong, juxtaposed with how to do it right. *The Last TV Evangelist* is a wake-up call and a must read for all pastors and church media producers, as well as all who are trying to reinvent themselves in the digital age.

HOWARD KAZANJIAN

PRODUCER OF RAIDERS OF THE LOST ARK AND
STAR WARS: EPISODE VI—THE RETURN OF THE JEDI

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

Every generation needs a grumpy prophet, and Phil Cooke has ably volunteered. It's easy to cast aspersions on every form of media, but the fact that Phil is examining his own house with such candor and expert articulation makes this book entirely worth the read. Sometimes the loudest guy in the room is right.

TODD KOMARNICKI

PRODUCER OF "ELF" AND AUTHOR OF WAR, FAMINE, & FREE

The gospel message is sacred. The medium isn't. Every generation needs to find new ways of creatively communicating the truth. And every generation needs media-prophets like Phil Cooke. *The Last TV Evangelist* is a must-read for anyone who is tired of living within the comfortable confines of the Christian Bubble, as Phil calls it, and really wants their voice to be heard in the culture-at-large. Bravo!

MARK BATTERSON

LEAD PASTOR OF NATIONAL COMMUNITY CHURCH
AND AUTHOR OF WILD GOOSE CHASE

Phil, with total honesty and clarity, gives great insight into the world of religious media. For anyone involved with Christian content or who desires to understand religious media, this is a must read. *The Last TV Evangelist* will be invaluable for generations to come.

TONY THOMOPOULOUS

FORMER PRESIDENT OF ABC BROADCAST GROUP AND
FORMER CHAIRMAN OF UNITED ARTISTS PICTURES

In the struggle for connecting with the hearts and minds of the American public in the arena of the “new digital media,” *The Last TV Evangelist* will become the battlefield instruction manual for those who are attempting to successfully utilize this quickly evolving medium. It is rare to find a book like this that so succinctly weaves together theory and practical application.

ARTHUR ANDERSON

CO-PRODUCER OF MISSION IMPOSSIBLE III, PAYCHECK,
WINDTALKERS, AND BMW FILMS: THE HOSTAGE

This is Phil Cooke’s best book. It does not just point out toxic faith on the air, it has solutions. Phil is brilliant and we are changing some things at NewLife Live because of *The Last TV Evangelist*. It is a new world, and Phil does a great job of telling us how to reach into it. If you are behind the times, this book will help you catch up. Now.

STEVE ARTERBURN

FOUNDER AND CHAIRMAN OF NEWLIFE MINISTRIES

We love *The Last TV Evangelist*, but if we published it, we would jeopardize our relationship with too many TV ministries.

A MAJOR RELIGIOUS PUBLISHER