

# Sacramento Book Review



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## **Where's My Fifteen Minutes?**

By *Howard Bragman*

*Portfolio, \$25.95, 256 pages*

Bragman has more than 30 years of experience in PR, crisis management, and media relations, with a high-profile client list that includes Cameron Diaz and Paula Abdul. *Where's My Fifteen Minutes* is a do-it-yourself guide to creating your own public relations plan for yourself, your organization, or your cause. The chapters are short and easy to read, and the lessons are often told using Hollywood celebrities as examples. His "Using the Media So

It Doesn't Use You" chapter has an entertaining breakdown of the major talk shows, with tips on which to try for, and which to avoid. The final 10 Commandments of PR really reflect the changes that have happened in the last decade or so—Number 1 is "All press is not good press."

The book is a very short read, but useful for someone wanting to direct their own media plan, or in charge of their company's.

