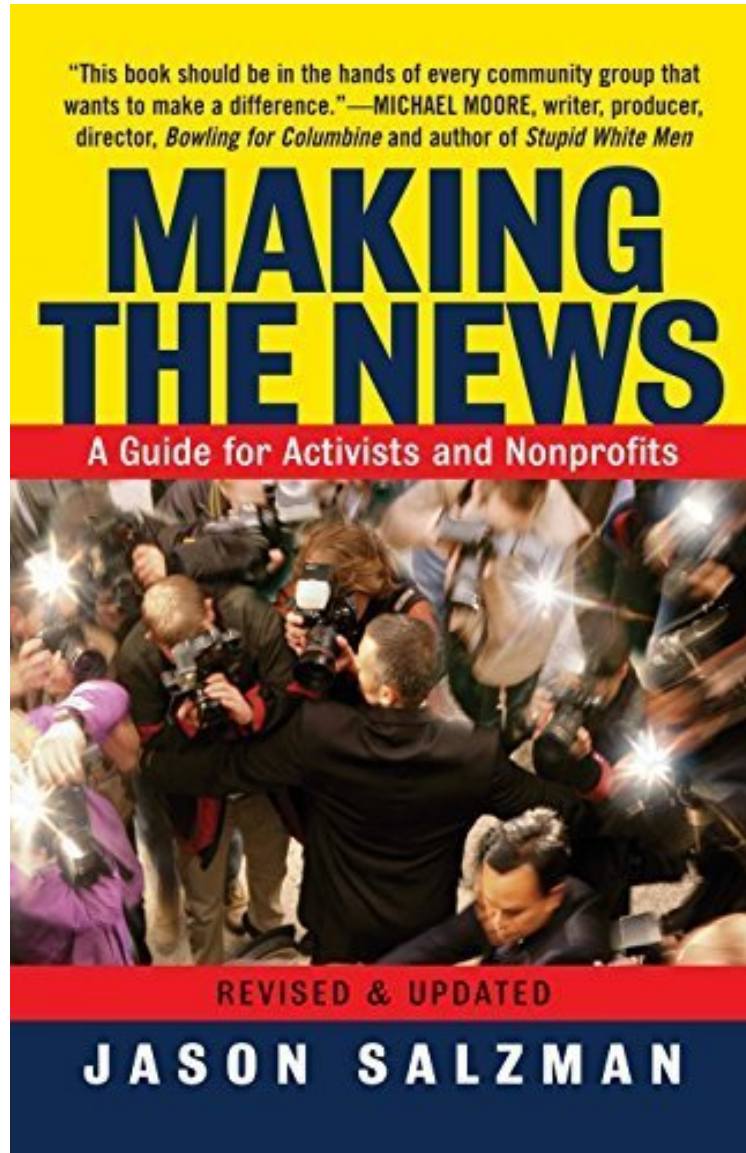


Making The News: A Guide For Activists An Nonprofits

Jason Salzman

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Jason Salzman : Making The News: A Guide For Activists An Nonprofits before purchasing it in order to gage whether or not it would be worth my time, and all praised Making The News: A Guide For Activists An Nonprofits:

0 of 0 people found the following review helpful. Five StarsBy rozabellExcellent information1 of 2 people found the following review helpful. Tactics? Yes. Strategy? No so much.By Richard T.Making the News - A Guide for Activists and Nonprofits is an OK book.About one-third of the book covers strategic aspects of an activist media plan. That was the part in which I had an interest. I am always seeking a little more insight into the thinking behind the activist communications plan. However, the other two-thirds of the book was concerned with tactical matters.If you're an

activist and you're looking for a "how-to" book on media tactics, then this work can help you. If you're looking for strategic insights, then probably other books will be what you seek.

At a time when more and more people are becoming activists, this thoroughly revised and updated edition of *Making the News* explains how to generate news coverage of any important issue or nonprofit cause and to do so within a reasonable budget. Based on interviews with professional journalists and media-savvy activists, this easy-to-use handbook describes how to stage media events, write distinctive news releases, contact reporters, deliver soundbites, and much more. Now including the latest information about online media coverage including news Web sites, viral e-mail, and more; this new edition will also insure a media edge in the Internet age. The handbook's expanded sections on aggressive tactics, including extensive tips on how to create newsworthy visual imagery, provides everything needed to transform standard media events into spectacles that reporters won't ignore.

"I wish Jason Salzman would stop giving away our secrets." About the Author Jason Salzman is president of Cause Communications, which offers media how-to workshops and consulting services to nonprofit organizations, and founder of Rocky Mountain Media Watch. He lives in Denver, CO.